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Dealerscope Merchandising

The Marketing Magazine for Consumer Electronics and Major Appliance Retailing

RETAILERS OF THE YEAR PRIDE AWARDS

The lowdown on the winners of the hottest race in retailing

DEALERSCOPE MERCHANDISING
PRIDE AWARD
RETAILER OF THE YEAR

64th Annual
Statistical & Marketing Report
PART I: Five-year tables

The Great American Kitchen

Scoring Big with Computers

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This is the First Issue of the combined magazines
See page 3.

March 1986
Vol. 28, No. 3

Dealerscope Merchandising

The Marketing Magazine for Consumer Electronics and Major Appliance Retailing

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64th Annual STATISTICAL & MARKETING REPORT

THE data presented in DEALERSCOPE MERCHANDISING's 64th Annual Statistical and Marketing Report has been organized into data on consumer electronics and major appliances and a market profile. This first part of the report contains five-year tables. Subsequent issues of DEALERSCOPE MERCHANDISING will carry further details of the report.

The data is based on information provided by leading manufacturers. The dollar figures cited are not sales figures but rather estimated retail sales figures for the products shipped from factories in 1985.

In mailed questionnaires and in-person and telephone interviews, survey participants were asked to give their best estimates of the percent change in the number of units shipped industrywide for each line of merchandise. For this report, the change requested was for 1985 vs. 1984. Where a potential respondent was not in agreement with the estimate for 1984 (published in MERCHANDISING's March 1985 issue), that informant was asked to provide a "corrected" 1984 figure. Respondents were advised that "shipments" as used in this study include products imported from foreign companies but exclude products exported by U.S. manufacturers.

The number of units shipped in a particular year, therefore, represents the shipments of products available for sale in the U.S.

Readers are cautioned that all information published in this 64th annual report is based on consensus rather than census. The questions asked of respondents referred to their opinions of industrywide changes rather than to individual company performances. None of the manufacturers were asked for the annual changes in their own company's shipments or in retail prices of their own brand of merchandise. Instead, they were asked to indicate how much the overall total shipments had changed percentage-wise, and what changes there were in the average retail prices for the product category on which they were reporting.

The editors are grateful to the many manufacturers and trade associations who provided the benefit of their knowledge. □

64TH ANNUAL STATISTICAL & MARKETING REPORT

CONSUMER ELECTRONICS

5 YEAR TABLES

	1985		1984		1983		1982		1981	
PRODUCTS	NUMBER SHIPPED (000)	RETAIL VALUE ($000)	NUMBER SHIPPED (000)	RETAIL VALUE ($000)	NUMBER SHIPPED (000)	RETAIL VALUE ($000)	NUMBER SHIPPED (000)	RETAIL VALUE ($000)	NUMBER SHIPPED (000)	RETAIL VALUE ($000)
VIDEO										
TV, B&W, Total†	**3,745**	**367,497**	**5,068**	**518,048**	**5,761**	**613,623**	**5,750**	**625,784**	**5,542**	**615,659**
		5,064	517,085	5,755	612,102	5,738	622,745	5,529	612,300	
			4	963	6	1,521	12	3,039	13	3,359
TV, Color, Total†	**16,894**	**7,250,265**	**15,946**	**7,296,520**	**13,939**	**6,695.209**	**11,377**	**5,640,732**	**11,262**	**5,664,969**
Portable & Table	13,904	5,305,210	12,936	5,239,727	11,131	4,696,503	8,928	3,883,501	8,788	3,880,869
Console & Combo	2,990	1,945,055	3,010	2,056,793	2,808	1,998,706	2,449	1,757,231	2,474	1,784,100
TV, Projection†	**261**	**436,922**	**192**	**346,725**	**142**	**284,924**	**117**	**277,242**	**121**	**271,878**
Videocassette Recorders†	**11,912**		**7,143**	**3,443,679**	**4,020**	**2,302,662**	**2,030**	**1,343,000**	**1,330**	**1,057,058**
Video Cameras	**402**	**266,309**	**484**	**380,347**	**410**	**357,992**	**284**	**265,443**	**186**	**186,309**
Videodisc Players†	**179**	**51,015**	**188**	**54,492**	**312**	**106,392**	**240**	**93,000**	**160**	**80,200**
AUDIO/HIFI										
Autosound, Total†	**22,023**	**1,992,401**	**21,815**	**1,953,264**	**21,132**	**1,850,886**	**20,741**	**1,772,897**	**19,823**	**1,655,596**
UD 8-Track Player	67	1,036	133	3,427	300	11,040	506	22,497	708	34,982
UD 8-Track/Radio Combo	12	297	21	801	78	3,966	163	11,607	208	16,099
ID 8-Track/Radio Combo	181	4,398	362	12,569	819	43,079	1,343	110,905	1,722	152,914
UD Cassette Player	554	37,617	615	45,492	694	58,733	692	57,644	722	56,316
UD Cassette/Radio Combo	371	31,194	426	39,797	519	59,197	556	70,073	607	77,271
ID Cassette/Radio Combo	4,030	788,711	3,932	754,433	3,641	675,624	3,328	572,849	2,899	485,409
Radios Only (Retrofit)	867	80,952	932	94,384	975	104,150	1,057	112,687	1,082	120,492
Car Speakers (In Pairs)	15,162	979,465	14,635	936,055	13,427	833,817	12,479	759,722	11,303	662,921
Equalizers	779	68,731	759	66,306	679	61,280	617	54,913	572	49,192
Components, Total†	**8,800**	**1,653,444**	**8,378**	**1,509,777**	**8,599**	**1,518,149**	**8,192**	**1,474,749**	**8,431**	**1,561,173**
Receivers	1,533	393,981	1,553	391,356	1,550	390,213	1,421	380,970	1,440	419,746
Amps and Pre-Amps	344	150,790	351	152,633	360	166,869	365	166,217	358	173,058
Tuners	193		198		221		201		193	
Turntables (Excluding OEM)	1,442	172,059	1,696	213,018	2,120	280,285	2,239	314,214	2,304	321,754
Speakers (Components Only)	3,345	473,786	3,302	464,922	3,237	452,144	2,970	418,206	3,197	453,814
Equalizers	185	22,187	188	22,960	186	23,179	160	19,840	155	19,375
Compact Disc Players	850	264,350	200	103,600	45	33,300	**	**	**	**
Tape Decks, Total	**908**	**176,291**	**890**	**16,288**	**880**	**172,159**	**836**	**175,302**	**784**	**173,426**
Cassette	836	155,613	816	138,084	775	141,019	707	137,292	634	129,596
8-Track	25	3,081	26	3,236	39	5,004	49	6,570	60	8,466
Open Reel	47	17,597	48	19,968	66	26,136	80	31,440	90	35,370
Cartridges (Excluding OEM)	**3,047**	**94,000**	**3,585**	**114,003**	**3,774**	**122,466**	**3,629**	**117,543**	**3,699**	**115,409**
Headphones	**3,167**	**134,217**	**3,090**	**133,612**	**2,809**	**125,225**	**2,584**	**114,058**	**2,241**	**113,041**
Compact Systems, Total†	**2,538**	**483,828**	**2,565**	**490,619**	**2,748**	**549,822**	**2,966**	**583,753**	**3,578**	**692,764**
Cassette Bimode	87	15,946	92	17,295	76	13,607	83	14,890	77	15,015
8-Track Player Bimode	38	3,362	76	7,079	88	8,628	134	13,137	248	25,594
8-Track Player Trimode***	122	13,651	204	24,027	277	34,342	409	50,708	572	74,646
8-Track Recorder Bimode	48	4,557	96	9,348	107	10,966	158	16,276	274	29,099
Changer Bimode***	83	8,116	104	10,430	102	10,768	160	16,891	200	23,460
8-Track Recorder Trimode***	218	29,456	256	36,411	364	56,893	457	71,790	783	125,515
Cassette Trimode***	1,739	361,242	1,512	330,614	1,500	354,585	1,337	341,684	1,176	328,457
Cassette Quadmode***	203	47,498	225	55,415	234	60,033	228	58,377	248	70,978
Personal Portable Stereos, Total	**6,972**		**7,156**	**	**6,253**	**	**5,652**	**	**	**
Cassette Only	3,289		3,575	**	3,250	**	2,910	**	**	**
Cassette and Radio	2,901		2,836	**	2,300	**	2,146	**	**	**
Radio Only	782		745	**	703	**	596	**	**	**

*Not brokenout separately

**Category not reported

***Includes Changer

‡See Highlights charts for further breakdown

‡‡All units include stereo radio

‡‡‡Excludes personal headphone type

CONSUMER ELECTRONICS

5 YEAR TABLES

AUDIO/HIFI Continued

	1985		1984		1983		1982		1981	
PRODUCTS	NUMBER SHIPPED (000)	RETAIL VALUE ($000)	NUMBER SHIPPED (000)	RETAIL VALUE ($000)	NUMBER SHIPPED (000)	RETAIL VALUE ($000)	NUMBER SHIPPED (000)	RETAIL VALUE ($000)	NUMBER SHIPPED (000)	RETAIL VALUE ($000)
Portable Tape Equipment, Total†	**27,934**	**1,344,798**	**27,494**	**1,335,613**	**28,903**	**1,441,226**	**28,050**	**1,474,088**	**28,093**	**1,587,512**
Cassette Recorders	12,544	416,712	12,800	436,096	16,000	605,600	15,817	642,328	16,025	692,280
8-Track Players/Recorders	308	11,408	385	15,843	481	20,620	704	31,772	867	41,182
Radio/Cassette Combinations	14,432	882,228	13,745	853,015	11,880	784,318	11,000	768,460	10,700	823,900
Microcassette Recorders	650	34,450	564	30,659	542	30,688	529	31,528	501	30,150
Racked Systems	**877**	**527,858**	**810**	**492,456**	**540**	**358,020**	**	**	**	**
Radios, Total†	**27,528**	**808,136**	**27,391**	**822,651**	**28,188**	**863,298**	**26,518**	**819,094**	**27,881**	**863,475**
Table	718	24,764	728	27,897	762	30,739	768	31,296	986	41,215
Portable†††	17,435	401,528	17,132	409,797	18,225	449,429	17,161	419,072	17,493	424,555
Clock	9,375	381,844	9,531	384,957	9,201	383,130	8,589	368,726	9,402	397,705

ELECTRONICS FURNITURE

	1985		1984		1983		1982		1981	
PRODUCTS	NUMBER SHIPPED (000)	RETAIL VALUE ($000)	NUMBER SHIPPED (000)	RETAIL VALUE ($000)	NUMBER SHIPPED (000)	RETAIL VALUE ($000)	NUMBER SHIPPED (000)	RETAIL VALUE ($000)	NUMBER SHIPPED (000)	RETAIL VALUE ($000)
Electronics Furniture, Total†	**6,260**	**929,612**	**5,920**	**829,524**	**5,168**	**668,009**	**4,628**	**556,868**	**4,144**	**487,334**
Audio (components)	975	154,440	959	150,400	887	139,108	820	125,485	863	129,500
Audio/Video Centers	201	83,636	173	69,351	149	56,885	145	54,705	127	44,432
Home Computer Tables	838	150,094	680	119,762	400	62,620	150	23,250	50	7,500
Microwave Oven Carts	839	120,992	766	109,048	651	88,263	611	80,223	575	71,875
Stereo Carts	80	4,906	98	5,889	119	7,627	132	8,525	160	10,830
Television Carts	2,505	231,637	2,551	233,544	2,332	205,682	2,172	182,411	2,088	167,043
TV/VCR/Vdieodisc Player Carts	730	180,617	574	137,215	460	99,604	331	68,912	281	56,154
Videogame Carts	92	3,350	119	4,315	170	8,220	267	13,357	**	**

PERSONAL ELECTRONICS

	1985		1984		1983		1982		1981	
PRODUCTS	NUMBER SHIPPED (000)	RETAIL VALUE ($000)	NUMBER SHIPPED (000)	RETAIL VALUE ($000)	NUMBER SHIPPED (000)	RETAIL VALUE ($000)	NUMBER SHIPPED (000)	RETAIL VALUE ($000)	NUMBER SHIPPED (000)	RETAIL VALUE ($000)
Calculators, Total†	**33,166**	**512,016**	**31,400**	**945,726**	**30,895**	**925,351**	**29,030**	**902,240**	**28,260**	**831,840**
Hand-Held	27,825	465,512	26,500	471,700	26,023	458,694	24,492	456,265	23,905	409,481
Desk-Top	5,341	46,504	4,900	474,026	4,872	466,657	4,538	445,975	4,355	422,359
Electronic Typewriters	**850**	**185,300**	**650**	**154,050**	**350**	**109,200**	**	**	**	**
Radar Detectors†	**1,227**	**186,786**	**942**	**136,967**	**710**	**109,823**	**608**	**104,497**	**518**	**87,542**
Radios, Citizens Band, Total	**1,729**	**134,592**	**1,637**	**125,834**	**1,592**	**124,361**	**1,498**	**122,032**	**1,522**	**125,878**
Base Units	152	14,425	160	16,034	155	15,850	161	16,382	162	17,350
Mobile Units	1,577	120,167	1,477	109,800	1,437	109,011	1,337	105,650	1,360	108,528
Radios, Specialty, Total	**8,166**		**8,279**	**	**8,107**	**	**8,498**	**	**8,980**	**
Multi-Band	6,191		6,402	**	6,258	**	6,594	**	7,022	**
Weather-Band	1,055		1,066	**	1,069	**	1,075	**	1,038	**
Scanners	920		811	**	780	**	829	**	920	**
Watches, Quartz, Total	**55,162**	**1,848,532**	**53,947**	**1,769,564**	**54,939**	**1,732,271**	**	**	**	**
Digital	18,074	311,234	21,697	415,064	24,939	502,271	24,274	611,219	23,595	625,268
Analog	37,088	1,531,298	32,250	1,354,500	30,000	1,230,000	**	**	**	**

TELEPHONE EQUIPMENT

	1985		1984		1983		1982		1981	
PRODUCTS	NUMBER SHIPPED (000)	RETAIL VALUE ($000)	NUMBER SHIPPED (000)	RETAIL VALUE ($000)	NUMBER SHIPPED (000)	RETAIL VALUE ($000)	NUMBER SHIPPED (000)	RETAIL VALUE ($000)	NUMBER SHIPPED (000)	RETAIL VALUE ($000)
Cellular			**85**	**161,500**	**	**	**	**	**	**
Corded Telephones†	**22,403**	**982,670**	**22,930**	**894,437**	**15,058**	**1,167,591**	**5,521**	**471,939**	**3,155**	**289,395**
Cordless Telephones	**4,076**	**380,046**	**5,500**	**598,400**	**4,488**	**610,368**	**987**	**167,790**	**422**	**
Telephone Answering Devices†	**3,306**	**371,165**	**2,628**	**298,015**	**2,094**	**263,844**	**868**	**131,936**	**697**	**111,520**

CONSUMER ELECTRONICS

5 YEAR TABLES

PRODUCTS	1985		1984		1983		1982		1981	
	NUMBER SHIPPED (000)	RETAIL VALUE ($000)	NUMBER SHIPPED (000)	RETAIL VALUE ($000)	NUMBER SHIPPED (000)	RETAIL VALUE ($000)	NUMBER SHIPPED (000)	RETAIL VALUE ($000)	NUMBER SHIPPED (000)	RETAIL VALUE ($000)
COMPUTERS & VIDEOGAMES										
Personal Computers†	**4,025**		**5,000**	**	**4,500**	**	**1,950**	*	**750**	**
SOFTWARE										
AUDIO										
Blank Audiotape, Total†			**271,025**	**647,348**	**263,501**	**654,468**	**251,781**	**639,419**	**246,393**	**629,125**
Cassette	266,168	569,600	260,969	584,571	251,855	586,822	236,344	562,499	228,147	542,990
VIDEO										
Blank Videotape, Total†	**156,088**	**1,132,481**	**98,353**	**924,891**	**61,690**	**725,204**	**38,423**	**551,931**	**26,711**	**409,649**
Beta	27,897	209,506	25,392	224,465	15,870	175,364	12,207	158,691	9,361	128,058
VHS	128,191	922,975	72,961	700,426	45,820	549,840	26,216	393,240	17,350	281,591
Prerecorded Videotape, Total†	**43,100**	**1,913,259**	**19,690**	**962,970**	**9,606**	**520,655**	**6,510**	**407,218**	**5,172**	**379,928**
Beta	7,430	300,618	4,922	221,224	2,633	131,492	1,960	113,288	1,643	111,724
VHS	35,670	1,612,641	14,768	741,746	6,973	389,163	4,550	293,930	3,529	268,204
COMPUTER										
Blank Floppy Disks	**205,063**		**241,250**	**	**193,000**	**	**119,000**	**	**	**
VIDEOGAME			51,250	765,163	68,320	1,699,802	61,000	1,525,000	36,000	972,000
Satellite Earth Stations	630	1,386,000	450	1,309,500	68,320	1,699,802	61,000	1,525,000	36,000	972,000

*Not brokenout separately
**Category not reported
***Includes Changer
‡See Highlights charts for further breakdown
‡‡All units include stereo radio
‡‡‡Excludes personal headphone type

IMPORTS

VIDEO

Products**	1985*	1984	1983	1982
Antennas, TV	6,532 $8,525	8,855 $12,536	10,615 $11,194	13,816 $15,678
B&W TV (10 inch & under)	1,589 $85,801	1,431 $96,280 $48,584	674 $54,357	752
B&W TV (11-17 inches)	2,511 $115,292	3,788 $170,128	3,772 $175,705	3,843 $206,054
B&W TV (18 inches & over)	88 $14,112	121 $16,978	203 $21,496	142 $15,435
Color TV (10 inch & over)	740 $110,765	566 $89,517	431 $69,264	371 $66,714
Color TV (11-17 inches)	2,776 $383,067	3,091 $451,155	2,316 $339,622	1,031 $202,875
Color TV (18 inches & over)	4,630 $471,368	2,711 $482,038	2,017 $339,563	746 $214,122

Product**	1985*	1984	1983	1982
TV, Total	12,334 $1,180,405	11,714 $1,306,726	9,413 $999,234	6,885 $759,557
Videotape Recorders	16,765 $4,304,000	9,387 $2,862,407	4,765 $1,615,473	2,469 $1,047,910
Home Video Camera, B&W	196 $52,044	119 $38,503	80 $21,139	84 $17,255
Home Video Camera, Color	690 $367,384	730 $395,429	398 $228,081	403 $229.232
Picture Tubes, B&W	648 $19,324	435 $16,957	337 $9,105	889 $13,175
Picture Tubes, Color	1,711 $84,675	793 $46,466	674 $38,640	627 $38,602

*Projection based on 10 months.
**All figures in thousands, number of units imported. Dollars paid by importers excluding duty, etc.
SOURCE: U.S. Dept. of Commerce Bureau of the Census.

IMPORTS Continued

AUDIO

Products**	1985*	1984	1983	1982
Antennas, CB	696 $3,102	632 $3,315	843 $4,136	754 $3,040
Antennas, Radio	9,844 $46,182	9,745 $52,203	10,668 $36,448	9,399 $29,224
Loudspeakers	64,237 $365,889	44,290 $278,226	57,693 $222,658	69,335 $231,608
Microphones	2,175 $26,925	2,249 $25,240	4,444 $20,166	5,651 $21,552
Audio Frequency Electric Amplifiers	4,519 $263,473	3,628 $188,879	4,697 $155,950	5,562 $145,387
Headphone/Electric Sound Amplifier Sets	26,395 $101,976	30,199 $119,357	16,363 $67,939	13,023 $44,324
Auto Transistor Radios	2,941 $208,783	539 $30,665	1,986 $109,975	1,834 $98,145
Clock Transistor Radios	13,031 $156,914	15,571 $196,932	12,121 $163,791	8,433 $115,004
AM Trans. Radios (Not Battery Operated	695 $28,706	867 $15,195	612 $13,250	606 $21,931
AM Trans. Radios (Battery Operated)	4,854 $25,238	5,784 $30,328	4,530 $14,497	4,847 $16,229
FM AM/FM Multiband Transistor Radios (Not Battery Operated)	3,358 $190,007	3,007 $192,642	2,467 $174,260	2,150 $167,914
FM AM/FM Multiband Transistor Radios (Battery Operated)	22,277 $205,154	23,657 $230,516	18,908 $201,631	17,708 $222,143
Radios, Total	47,156 $814,802	49,425 $686,278	40,624 $677,404	35,578 $641,366
Radio/Phone Combos (Including Consoles)	56 $3,668	49 $2,334	46 $2,242	42 $1,363
Radio/Phono/Tape Player Combos (Tape Player Trimode)	1,795 $118,272	420 $29,611	338 $23,547	303 $25,857
Automatic Record Changer	285 $14,305	175 $3,500	390 $4,889	1,212 $19,123
Stereo Phonos	354 $19,653	247 $14,990	105 $9,024	96 $8,503
Automatic Turntables	1,380 $74,248	861 $48,343	715 $40,286	672 $43,017
Turntables Other	2,620 $233,805	2,002 $152,183	1,838 $96,596	1,554 $72,967
Transceivers/CB	1,461 $48,248	1,151 $41,668	864 $31,498	1,359 $50,877
Tape Players Auto	2,240 $64,375	2,632 $69,504	3,168 $70,286	2,561 $66,746
Tape Players Other	5,918 $106,134	6,155 $112,734	4,394 $89,836	3,741 $118,085
Tape Recorders, Stereo (Cassette/Cartridge)	2,389 $170,406	2,174 $169,645	2,757 $202,145	2,313 $184,250
Tape Recorders, Stereo (Open Reel)	54 $10,035	46 $7,856	71 $10,263	64 $17,194
Tape Recorders, Mono (Cassette/Cartridge)	1,030 $39,918	1,812 $63,529	1,740 $62,061	931 $52,647
Tape Recorders, Mono (Open Reel)	18 $4,999	23 $10,311	16 $6,958	31 $10,114
Tape Recorders, Battery (Cassette/Cartridge)	2,750 $111,277	3,891 $133,474	4,621 $124,280	6,323 $154,662
Tape Recorders, Battery (Open Reel)	74 $20,161	56 $16,490	57 $14,381	169 $13,733
Radio-Tape Recorder Combos	17,393 $704,773	15,474 $680,987	11,260 $533,633	10,491 $535,425
Radio-Tape Player Combos	425,909 $1,346,305	20,414 $1,029,316	13,478 $664,854	10,375 $525,852
Total Tape Recorders/Players	49,617 $2,407,874	52,677 $2,293,906	41,562 $1,778,697	36,999 $1,678,708

EXPORTS

HOME ELECTRONICS

Product**	1985*	1984	1983	1982
Radios	1,251 $84,867	1,300 $106,953	1,021 $85,094	1,171 $83,240
TV, B&W	115 $12,700	79 $8,044	52 $6,770	138 $16,634
TV, Color	273 $88,003	267 $92,632	237 $83,804	382 $139,334
TV Chassis & Kits	3,037 $85,466	3,556 $95,539	3,173 $96,331	1,841 $64,610
TV, Total	3,425 $186,169	3,902 $196,215	3,462 $186,905	2,361 $220,578
Tape Recorders & Players	42 $11,375	52 $10,835	27 $10,240	109 $18,188

*Projection based on 10 months

**All figures in thousands, number of units exported. Manufacturers value plus freight and insurance.

MARKET PROFILES

RESIDENTIAL *3rd Quarter '85*	Number	Percent Change 3rd QTR.
New England	**4,818,404**	**+2.0**
Conn.	1,198,689	+1.8
Maine	503,810	+2.3
Mass.	2,115,344	+1.7
New Hamp.	416,551	+4.7
Rhode Is.	354,465	+1.6
Vermont	229,545	+2.1
Middle Atlantic	**12,972,032**	**+1.2**
New Jersey	2,670,519	+1.8
New York	5,943,312	+1.1
Pennsylvania	4,358,201	+1.0
East No. Central	**15,464,541**	**+0.7**
Illinois	4,153,862	+0.3
Indiana	2,058,978	+0.8
Michigan	3,405,224	+0.9
Ohio	3,971,209	+0.8
Wisconsin	1,875,268	+1.0
West No. Central	**6,811,980**	**+1.2**
Iowa	1,112,428	+0.1
Kansas	971,359	+1.6
Minnesota	1,605,967	+1.4
Missouri	1,958,587	+1.7
Nebraska	633,880	+1.2
North Dakota	256,938	+0.7
South Dakota	242,819	+1.1
South Atlantic	**15,587,162**	**+3.2**
Delaware	240,989	+2.0
D.C.	180,214	+1.2
Florida	4,895,536	+4.0
Georgia	2,270,050	+3.1
Maryland	1,517,707	+3.1
No. Carolina	2,468,662	+3.2
So. Carolina	1,267,004	+2.7
Virginia	2,022,932	+3.0
West Virginia	726,066	+0.3
East So. Central	**5,688,804**	**+2.0**
Alabama	1,518,537	+1.9
Kentucky	1,386,203	+1.3
Mississippi	954,245	+1.9
Tennessee	1,827,819	+2.5
West So. Central	**9,959,186**	**+2.3**
Arkansas	935,879	+1.6
Louisiana	1,612,828	+1.1
Oklahoma	1,342,209	+0.5
Texas	6,068,270	+3.2
Mountain	**4,776,314**	**+2.8**
Arizona	1,158,095	+4.5
Colorado	1,299,149	+2.8
Idaho	385,578	+0.8
Montana	335,277	+0.9
Nevada	365,930	+4.0
New Mexico	516,445	+2.7
Utah	514,809	+2.6
Wyoming	201,031	+0.2
Pacific	**12,530,177**	**+2.9**
Alaska	170,609	+5.3
California	9,186,374	+2.8
Hawaii	281,855	+1.3
Oregon	1,067,549	+0.2
Washington	1,823,790	+5.3
TOTAL U.S.A.	**88,610,598**	**+2.0**

FARM RESIDENTIAL	Number	Percent Change 85/84
New England	**28,450**	**−4.0**
Conn.	3,750	−11.8
Maine	7,700	−2.5
Mass.	5,950	−1.7
New Hamp.	3,360	−2.6
Rhode Is.	740	0.0
Vermont	6,950	−4.1
Middle Atlantic	**110,580**	**−3.2**
New Jersey	8,610	−7.4
New York	44,550	−6.2
Pennsylvania	57,420	+0.1
East No. Central	**401,830**	**−2.7**
Illinois	89,000	−6.4
Indiana	80,200	−1.2
Michigan	62,350	0.0
Ohio	88,110	−1.1
Wisconsin	82,170	−3.5
West No. Central	**518,410**	**−2.6**
Iowa	109,900	−1.7
Kansas	71,200	−2.7
Minnesota	95,050	−5.0
Missouri	113,850	−1.7
Nebraska	58,410	−1.7
North Dakota	33,500	−5.5
South Dakota	36,500	0
South Atlantic	**286,150**	**−3.1**
Delaware	3,450	−2.8
D.C.	—	—
Florida	38,600	−2.5
Georgia	49,500	−2.0
Maryland	17,800	+1.1
No. Carolina	75,250	−3.8
So. Carolina	27,150	−1.8
Virginia	54,450	−3.5
West Virginia	19,950	−7.9
East So. Central	**296,970**	**−0.0**
Alabama	53,450	0.0
Kentucky	99,000	−1.0
Mississippi	47,500	−4.0
Tennessee	97,020	+3.2
West So. Central	**337,270**	**−2.4**
Arkansas	52,400	−3.7
Louisiana	35,150	−1.4
Oklahoma	70,220	−4.1
Texas	179,500	−1.6
Mountain	**119,640**	**−0.8**
Arizona	7,800	+2.6
Colorado	26,300	−0.9
Idaho	24,350	0.0
Montana	23,250	−1.7
Nevada	2,290	−6.5
New Mexico	13,000	−1.1
Utah	13,750	−0.7
Wyoming	8,900	−1.1
Pacific	**156,780**	**+0.4**
Alaska	660	+4.8
California	78,200	+1.3
Hawaii	4,150	+2.5
Oregon	36,150	−1.4
Washington	37,620	+0.1
TOTAL U.S.A.	**2,256,080**	**−2.1**

HOUSING PERMITS *projected 9 months*	Number	Percent Change 85/84
New England	**101,030**	**+38.6**
Conn.	24,204	+35.9
Maine	8,580	+30.6
Mass.	40,212	+37.3
New Hamp.	19,516	+76.6
Rhode Is.	5,075	+19.8
Vermont	3,443	−12.4
Middle Atlantic	**178,349**	**+38.9**
New Jersey	61,687	+40.1
New York	67,348	+50.1
Pennsylvania	49,314	+24.7
East No. Central	**153,223**	**+22.7**
Illinois	37,936	+25.7
Indiana	20,632	+8.6
Michigan	38,937	+39.7
Ohio	35,335	+17.5
Wisconsin	20,383	+14.7
West No. Central	**85,701**	**−2.4**
Iowa	6,082	−15.5
Kansas	13,499	−19.3
Minnesota	27,953	+4.7
Missouri	28,194	+12.7
Nebraska	4,831	−16.5
North Dakota	2,691	−15.5
South Dakota	2,451	−23.9
South Atlantic	**495,100**	**+3.1**
Delaware	4,006	−8.2
D.C.	545	+38.6
Florida	204,432	−0.3
Georgia	70,640	+0.5
Maryland	43,216	+12.1
No. Carolina	76,968	+22.1
So. Carolina	33,086	−8.3
Virginia	60,848	+5.8
West Virginia	1,359	−37.4
East So. Central	**79,641**	**+3.0**
Alabama	18,215	+18.6
Kentucky	13,369	+0.7
Mississippi	8,042	−30.9
Tennessee	40,015	+7.9
West So. Central	**179,532**	**−30.0**
Arkansas	9,488	−3.2
Louisiana	19,145	−31.9
Oklahoma	10,133	−55.8
Texas	140,766	−28.0
Mountain	**154,993**	**−15.1**
Arizona	73,077	−7.8
Colorado	33,011	−25.6
Idaho	4,420	+2.6
Montana	1,714	−39.6
Nevada	13,050	−5.9
New Mexico	11,683	−29.3
Utah	16,861	−14.4
Wyoming	1,177	−28.6
Pacific	**322,363**	**+16.8**
Alaska	4,222	−34.9
California	266,993	+18.4
Hawaii	6,697	+22.9
Oregon	10,616	+31.8
Washington	33,835	+11.3
TOTAL U.S.A.	**1,749,932**	**+3.8**

MARKET PROFILES Continued

PERSONAL INCOME

projected for '85

	Amount In Millions of $	Percent Change 85/84
New England	**194,200**	**+6.2**
Conn.	55,900	+6.6
Maine	13,100	+4.8
Mass.	92,100	+7.2
New Hamp.	14,100	+9.6
Rhode Is.	13,100	+5.8
Vermont	6,000	+5.3
Middle Atlantic	**546,500**	**+5.6**
New Jersey	123,900	+6.7
New York	269,200	+5.9
Pennsylvania	153,400	+4.3
East No. Central	**550,700**	**+4.0**
Illinois	163,000	+2.6
Indiana	67,300	+4.4
Michigan	121,500	+6.5
Ohio	138,900	+4.5
Wisconsin	60,000	+0.8
West No. Central	**222,200**	**+1.5**
Iowa	34,200	−1.8
Kansas	32,600	+1.1
Minnesota	56,900	+3.7
Missouri	63,800	+4.7
Nebraska	19,600	−1.0
North Dakota	7,900	−6.3
South Dakota	7,200	−6.8
South Atlantic	**512,300**	**+5.8**
Delaware	8,700	+4.0
D.C.	11,300	+5.8
Florida	148,800	+5.8
Georgia	71,600	+6.2
Maryland	67,300	+6.9
No. Carolina	69,900	+4.3
So. Carolina	35,100	+5.0
Virginia	79,900	+6.8
West Virginia	19,700	+2.8
East So. Central	**155,500**	**+3.5**
Alabama	41,700	+4.3
Kentucky	39,200	+1.9
Mississippi	22,800	+0.4
Tennessee	51,800	+5.3
West So. Central	**323,700**	**+3.8**
Arkansas	23,300	+1.7
Louisiana	49,200	+1.5
Oklahoma	38,900	+1.2
Texas	212,300	+5.2
Mountain	**155,400**	**+4.7**
Arizona	39,000	+7.7
Colorado	45,600	+3.3
Idaho	10,100	+0.1
Montana	8,900	+2.0
Nevada	12,900	+6.3
New Mexico	15,400	+4.8
Utah	16,900	+4.7
Wyoming	6,600	+4.5
Pacific	**506,000**	**+5.2**
Alaska	8,800	+2.6
California	393,600	+5.9
Hawaii	14,000	+3.0
Oregon	32,000	+2.9
Washington	57,600	+3.1
TOTAL U.S.A.	**3,183,400**	**+5.3**

(1) Edison Electric Institute
(2 U.S. Dept. of Agriculture
(3) U.S. Dept. of Commerce — Housing Units Authorized by Building Permits and Public Contracts.

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THE data presented here represents the appliance portion of DEALERSCOPE MERCHANDISING's 64th Annual Statistical and Marketing Report. This first part of the report contains five-year tables. Subsequent issues of DEALERSCOPE MERCHANDISING will contain more details of the report.

The data is based on information provided by leading manufacturers. The dollar figures cited are not sales figures but rather estimated retail sales figures for the products shipped from factories in 1985.

The number of units shipped in a particular year represents the shipments of products available for sale in the U.S.

Information published in this report is based on consensus rather than census. The questions asked of respondents referred to their opinions of industrywide changes rather than to individual company performances. Respondents were asked to indicate how much the overall total shipments had changed percentage-wise, and what changes there were in the average retail prices for the product category on which they were reporting.

MAJOR APPLIANCES

5 YEAR TABLES

	1985		1984		1983		1982		1981	
PRODUCTS	NUMBER SHIPPED (000)	RETAIL VALUE ($000)	NUMBER SHIPPED (000)	RETAIL VALUE ($000)	NUMBER SHIPPED (000)	RETAIL VALUE ($000)	NUMBER SHIPPED (000)	RETAIL VALUE ($000)	NUMBER SHIPPED (000)	RETAIL VALUE ($000)
AIR TREATMENT										
Air Cleaners, Electronic, Total	**226**	**98,710**	**220**	**94,732**	**196**	**82,032**	**178**	**72,354**	**230**	**90,955**
Portable (room type)*	70	20,707	69	20,050	61	17,209	55	15,455	65	17,563
Central and Duct-mounted	156	78,003	151	74,682	135	64,823	123	56,899	165	73,392
Air Conditioners, Room†	**2,900**	**1,285,860**	**2,929**	**1,293,534**	**1,829**	**804,522**	**2,505**	**1,069,843**	**3,236**	**1,301,512**
Dehumidifiers	**586**	**106,265**	**587**	**107,198**	**437**	**79,643**	**435**	**77,776**	**531**	**90,437**
Total Air Treatment	**3,712**	**1,490,835**	**3,736**	**1,495,464**	**2,462**	**966,197**	**3,118**	**1,219,973**	**3,997**	**1,482,904**
KITCHEN APPLIANCES										
Dishwashers, Total†	**3,512**	**1,416,284**	**3,428**	**1,367,743**	**3,054**	**1,205,383**	**2,181**	**846,096**	**2,573**	**952,263**
Portable	249	106,059	245	102,310	267	113,771	235	98,754	313	124,086
Undercounter & Other	3,263	1,310,225	3,183	1,265,433	2,787	1,091,612	1,946	747,342	2,260	828,177
Disposers, Food Waste†	**4,068**	**468,715**	**4,052**	**465,939**	**3,514**	**395,009**	**2,693**	**293,052**	**3,067**	**320,930**
Freezers, Total (10 cu. ft. & over)†	**1,140**	**546,095**	**1,114**	**544,515**	**1,166**	**568,077**	**1,290**	**621,105**	**1,589**	**723,635**
Chest	585	269,311	572	268,697	617	289,256	719	335,399	891	393,216
Upright	555	276,784	542	275,818	549	278,821	571	285,706	698	330,419
Microwave Ovens, Total†	**10,633**	**3,468,407**	**9,020**	**3,262,151**	**6,006**	**2,586,182**	**4,201**	**1,979,006**	**4,575**	**2,275,349**
Countertop	9,163	2,594,870	7,700	2,422,882	4,951	1,832,811	3,334	1,327,098	4,104	1,789,344
Over-the-range	900	348,345	783	336,807	570	281,757	460	250,978		
Combination Units	314	322,885	309	317,496	290	297,420	245	247,930	303	316,355
Microwave/Convection	256	202,307	228	184,966	195	174,194	162	153,000	168	169,650
Ranges, Electric, Total†	**3,218**	**1,517,307**	**3,164**	**1,476,969**	**2,839**	**1,299,044**	**2,041**	**901,755**	**2,413**	**1,026,028**
Freestanding††	2,550	1,216,707	2,503	1,182,467	2,210	1,021,573	1,590	706,707	1,852	799,188
All Other††	668	300,600	661	294,502	629	277,471	451	195,048	561	226,840
Ranges, Gas, Total†	**1,807**	**821,371**	**1,736**	**785,236**	**1,578**	**694,995**	**1,383**	**584,773**	**1,501**	**619,473**
Freestanding, Set-In††	1,620	710,143	1,536	666,655	1,395	588,969	1,220	493,844	1,306	513,258
High Oven	86	63,038	93	68,033	87	61,910	78	53,371	96	63,744
Built-In††	101	48,190	107	50,548	96	44,116	85	37,558	99	42,471
Ranges, Smoothtop	**86**	**55,847**	**94**	**60,437**	**104**	**65,879**	**103**	**63,654**	**134**	**80,400**
Refrigerators (6.5 cu. ft. & over)†	**5,874**	**4,121,081**	**5,731**	**4,000,754**	**5,255**	**3,607,137**	**4,365**	**2,937,470**	**4,997**	**3,227,262**
Trash Compactors†	**175**	**55,312**	**178**	**55,159**	**152**	**46,406**	**145**	**42,689**	**171**	**48,843**
– Duplication†††	**– 400**	**– 378,732**	**– 403**	**– 377,933**	**– 394**	**– 363,299**	**– 348**	**– 311,584**	**– 437**	**– 396,755**
Total Kitchen Appliances	**30,113**	**12,091,687**	**28,114**	**11,640,970**	**23,274**	**10,104,813**	**18,054**	**7,958,016**	**20,583**	**8,877,428**

MAJOR APPLIANCES

5 YEAR TABLES

PRODUCTS	1985		1984		1983		1982		1981	
	NUMBER SHIPPED (000)	RETAIL VALUE ($000)	NUMBER SHIPPED (000)	RETAIL VALUE ($000)	NUMBER SHIPPED (000)	RETAIL VALUE ($000)	NUMBER SHIPPED (000)	RETAIL VALUE ($000)	NUMBER SHIPPED (000)	RETAIL VALUE ($000)
HOME LAUNDRY										
Dryers, Total (25″ or more in width)†	**3,701**	**1,325,534**	**3,484**	**1,259,351**	**3,111**	**1,102,076**	**2,612**	**897,860**	**2,892**	**921,090**
Electric	2,871	1,011,080	2,734	972,566	2,456	856,530	2,026	682,681	2,221	692,950
Gas	830	314,454	750	286,785	655	245,546	586	215,179	671	228,140
Washers, Total (25″ or more in width)†	**4,925**	**2,230,502**	**4,711**	**2,154,404**	**4,315**	**1,931,793**	**3,791**	**1,640,534**	**4,195**	**1,676,135**
Automatic & Semi-Auto	4,888	2,220,423	4,673	2,144,206	4,264	1,918,160	3,714	1,620,492	4,081	1,648,724
Wringer & Spinner	37	10,079	38	10,198	51	13,633	77	20,042	114	27,411
Total Home Laundry	**8,626**	**3,556,036**	**8,195**	**3,413,755**	**7,426**	**3,033,869**	**6,403**	**2,538,394**	**7,087**	**2,597,225**
COMPACT APPLIANCES										
Refrigerators (Under 6.5 cu. ft.)	**783**	**167,241**	**602**	**126,059**	**568**	**116,605**	**493**	**99,714**	**534**	**103,852**
Freezers (Under 10 cu. ft.)	**237**	**73,055**	**247**	**77,691**	**242**	**74,626**	**225**	**69,593**	**291**	**87,300**
Washers (24″ or less in width)	**303**	**92,236**	**293**	**88,310**	**278**	**83,622**	**252**	**74,315**	**284**	**82,110**
Dryers (24″ or less in width)	**189**	**66,394**	**183**	**63,649**	**171**	**59,238**	**166**	**56,379**	**206**	**66,950**
Total Compact Appliances	**1,512**	**398,926**	**1,325**	**355,709**	**1,259**	**334,091**	**1,136**	**300,001**	**1,315**	**340,212**

*Retailing for $200 or more
**Not broken out separately

†See Highlights charts for further breakdown
††Includes microwave oven combinations
†††Microwave oven combinations and Smoothtop ranges

EXPORTS

Product**	1985*	1984	1983	1982
Dishwashers	34 $11,703	62 $15,330	63 $15,409	52 $13,146
Dryers	44 $12,623	53 $14,081	48 $11,582	48 $12,226
Freezers	16 $7,001	24 $10,657	26 $12,766	30 $15,558
Microwave Ovens	210 $37,225	156 $34,782	87 $21,636	69 $19,328
Ranges, Electric	39 $14,718	46 $16,233	56 $17,604	81 $27,901
Refrigerators	95 $51,635	148 $80,808	188 $100,976	247 $129,154
Room Air Conditioners	52 $20,528	96 $35,108	181 $65,910	389 $144,729
Washers, Automatic	95 $30,046	104 $31,586	115 $34,726	129 $39,038
Washers, Other	17 $4,664	29 $7,521	28 $7,052	21 $5,701

*Projection based on 10 months.
**All figures in thousands, number of units exported. Manufacturers' value plus freight and insurance.

IMPORTS

Product**	1985*	1984	1983	1982
Freezers	44 $14,207	96 $21,973	80 $16,710	88 $14,626
Microwave Ovens	13,816 $762,858	4,471 $559,142	2,472 $341,177	1,108 $197,571
Refrigerator/ Freezer Combination (Under 6.5 Cu. Ft.)	972 $60,213	705 $50,146	462 $31,599	430 $29,443
Refrigerator/ Freezer Combination (6.5 to 9.5 Cu. Ft.)	44 $7,064	135 $10,424	103 $7,339	62 $4,961
Refrigerator/ Freezer Combination (9.5 to 13.5 Cu. Ft.)	135 $26,125	217 $29,713	208 $25,481	114 $15,625
Refrigerator/ Freezer Combination (13.5 Cu. Ft. & Over)	21 $9,534	15 $4,672	10 $3,651	2 $696
Total Refrigerator/Freezer Combination	2,389 $102,936	1,072 $94,955	783 $68,070	608 $50,725

*Projection based on 10 months.
**All figures in thousands, numbers of units imported. Dollars paid by importers exduding duty, etc.

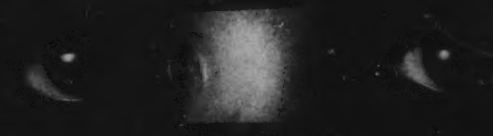
April 1986 $7.00

Dealerscope Merchandising

The Marketing Magazine for Consumer Electronics and Major Appliance Retailing

Special Issue

400



A PEEK INTO OUR INDUSTRY

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April 1986
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Dealerscope Merchandising

The Marketing Magazine for Consumer Electronics and Major Appliance Retailing

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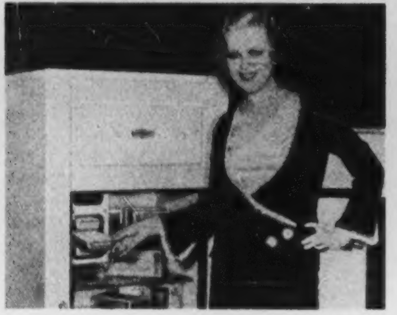

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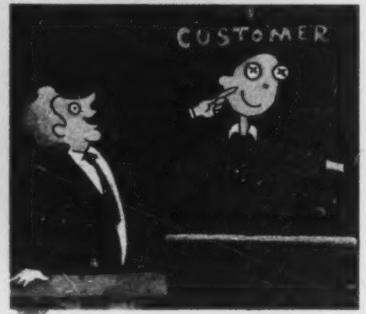

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The 400

11 Leading Electronics/ Appliance Retailers*

10 Top News Stories of 1985-86

Industry Price Hikes Follow Devaluation

Power Retailers Impact On Distribution System

CD Players Zap Turntable Sales

Home Movie Industry Woos Mass Merchants

Consumers Get Hip To Stereo TV

Sears To Sell RCA Products

GE Set To Acquire RCA In $6.28 Million Deal

Sony Bows CD Player For Auto Aftermarket

Camcorder Sales Charge VCR Market

HBO Scrambles TVRO Market

	Company	Type	'85 Vol./'84 Vol.	Number of Stores '85	/ '84
1.	**Circuit City,** Richmond, VA	Appl/Elec	$700M/$519.2M	69	61**
2.	**Highland Superstores,** Taylor, MI	Appl/Elec	$358M/$255M****	32	25
3.	**Silo,** Philadelphia, PA	Appl/Elec	$500M/$350M	117	100
4.	**The Federated Group,** Commerce, CA	Elec	$364M/$229M	59	43
5.	**Scott-McDuff/ Video Concepts,** Ft. Worth, TX	Appl/Elec	$250M/$200M (est.)***	247	221
6.	**Audio/Video Affiliates,** Dayton, OH	Elec	$180M/$118M	80	48
7.	**Crazy Eddie** Brooklyn, NY	Elec	$167M/$111M	NA	13
8.	**TOPS Appliance City,** Edison, NJ	Appl/Elec	$158M/$82	1	1
9.	**American of Madison,** Madison, WI	Appl/Elec	$130M/$120M	5	4
10.	**Newmark & Lewis,** Hicksville, NY	Appl/Elec	$112.4M/$86.6M	25	23
11.	**Luskin's**	Appl/Elec	$110M/$89.98M	53	27

---

*Branded Merchandise

**Includes 31 leased departments which were closed in '85.

***Estimated

****Fiscal Year

5 Concepts to Watch

1. Digital Technology. Digital signal processing circuits ignore noise, filter out unwanted information and are unaffected by changes in signal strength. The impact of this technology already has revitalized the audio portion of electronics. In 1983, the first mass market digital product was introduced, the CD or Compact Disc audio system and consumer acceptance of the product for home and automobile has been phenomenal. The impact will come more gradually to video. The first color TV using all digital signal processing went into distribution early last year. Coming also are Digital Audio Tape (DAT), digital audio and video recorders and telecommunications products.

2. Videotex Systems. Talked about for years, videotex systems are available and gaining gradual exposure to the American public. The two major subdivisions are teletext and viewdata. Teletext may be transmitted by TV stations and cable systems simultaneously with TV programs to provide a wide variety of text and graphic material. This data can be called onto the screen by the viewer on demand and includes data such as sports scores, stock market reports, airline schedules or even movie listings. Separate decoder boxes had been needed; now, however, TV manufacturers are starting to offer teletext reception capability built-in with some high-end receivers.

3. Communications Equipment. Consumers have seen only a sampling of how lifestyles will be changed by the technological revolution. More changes will be coming in the way people communicate, and telephones represent only one example. Satellite TV system will gain increasing usage in the near future, not only as a home entertainment medium, but as a means of communication. Keep an eye on communications. Change could be startling (and profitable) over the next five years.

4. Security Products. Installation of home security systems will become a big business in the future. While it represents an unfortunate need, it is very real as crime becomes of increasing concern. Also on the increase will be an installation of auto security. Collectively, home and auto security systems will represent a major growth business by the 1990s.

5. Home Office. Growth in the sale of home computers, electronic typewriters, personal copiers, along with computer software, will continue and develop into a major category for consumer electronics retailers by the 1990s. Noting the increasing number of Americans working in or out of their home, this category is one retailers might keep both eyes on.

10 Top Importers

*of U.S. Electronic Products**
(thousands of dollars)

Canada	$4,130,310
U.K.	$3,213,234
Japan	$2,603,525
W. Germany	$2,355,313
Mexico	$1,849,140
France	$1,476,824
Netherlands	$1,175,097
Singapore	$1,058,994
Korea	$1,003,937
Australia	$964,837

**Source: Electronic Industries Association*

5 Mergers To Watch

- ***GE's Acquisition of RCA***
- ***Sparkomatic's Acquisition of Altec Lansing***
- ***Electrolux's Bid for WCI***
- ***Maytag's Bid for Magic Chef***
- ***Whirlpool's Acquisition of KitchenAid***

10 Top Foreign Suppliers

of Electronic Products to The U.S.
(thousands of dollars)

Japan	$20,464,252
Taiwan	$3,218,785
Canada	$2,550,122
Mexico	$2,526,654
Korea	$2,521,656
Singapore	$2,371,310
Hong Kong	$1,560,314
Malaysia	$1,420,385
W. Germany	$1,309,024
U.K.	$1,033,715

ELECTRONICS HIGHLIGHTS

64th Annual Statistical and Marketing Report-Part II

The information presented in DEALERSCOPE MERCHANDISING's 64th Annual Statistical and Marketing Report Part II has been organized into data on consumer electronics and major appliances and a market profile. This second and last section of the report includes data on shipments and retail sales.

The data is based on information provided by leading manufacturers. The dollar figures cited are not sales figures but rather estimated retail sales figures for the products shipped from factories in 1985.

The number of units shipped in a particular year represents the shipments of products available for sale in the U.S.

Readers are cautioned that all information published in the 64th annual report is based on consensus rather than census. The questions asked of respondents referred to their opinions of industrywide changes rather than to individual company performances.

The editors are grateful to the many manufacturers and trade associations who provided the benefit of their knowledge of these industries. ☐

VIDEO

TV, Black & White

Black & white TV shipments by screen size

	% of shipments		% change in units shipped
	1985	1984	1985/84
10 in & under	40.1	27.5	+ 7.8
11-12 in.	57.5	69.3	– 43.1
Over 12 in.	2.4	3.2	– 45.1
Total	100	100	– 26.10

Based on 3,745,000 units for 1985 and 5,068,000 units for 1984

Black & white TV shipments by power source

	% of shipments		% change in units shipped
	1985	1984	1985/84
Battery-powered	40.3	33.6	– 11.4
Non-battery-powered	59.7	66.4	– 33.6
Total	100	100	– 26.

Based on 3,745,000 units for 1985 and 5,068,000 units for 1984

Black & white TV sales by type of outlet

	% of shipments		% change in units shipped
	1985	1984	1985/84
Appliance/TV store	21.6	22.5	– 29.1
Catalog showroom	6.2	5	– 8.4
Catalog store (Sears, Penneys, etc.)	20.2	21	– 28.9
Department store	14.6	17	– 36.5
Discount store	32.2	26.5	– 10.2
Furniture store	1.2	2.5	– 64.5
Other	4	5.5	– 46.3
Total	100	100	– 26.1

Based on 3,745,000 units for 1985 and 5,068,000 for 1984

TV, Color

Portable and table color TV shipments by screen size

	% of shipments		% change in units shipped
	1985	1984	1985/84
13 in. and under	32.1	31.0	+ 11.1
14-17 in.	1.6	4.1	– 58.5
18-19 in.	54.8	58.3	+ .9
20 in. & over	11.5	6.6	+ 87.4
Total	100	100	+ 7.3

Based on 13,884,000 units for 1985 and 12,936,000 units for 1984

Console and combo color TV shipments by screen size

	% of shipments		% change in units shipped
	1985	1984	1985/84
23 in.	5.7	6	– 5.0
25 in.	92.5	92	+ .5
Other	1.8	2	– 6.8
Total	100	100	0

Based on 3,010,000 units for 1985 and 3,010,000 units for 1984

Color TV shipments by control type

	% of shipments		% change in units shipped
	1985	1984	1985/84
With remote control	48.8	39.4	+ 31.5
Without remote control	51.2	60.6	– 10.6
Total	100	100	+ 5.9

Based on 16,894,000 units for 1985 and 15,946,000 units for 1984

Color TV shipments by cable compatibility

	% of shipments		% change in units shipped
	1985	1984	1985/84
Cable-ready	63.8	57.6	17.3
Non-cable-ready	36.2	42.4	– 9.5
Total	100	100	+ 5.9

Based on 16,894,000 units for 1985 and 15,946,000 units for 1984

Console color TV sales by furniture style

	% of shipments		% change in units shipped
	1985	1984	1985/84
Early American	21.2	25.0	– 15.8
French provincial	2.0	2.0	– .7
Mediterranean	26.2	25.0	+ 4.1
Modern (contempary)	46.4	42.0	+ 9.7
Other	4.2	6.0	– 30.5
Total	100	100	– 0.7

Based on 2,990,000 units for 1985 and 3,010,000 units for 1984

Color TV sales by type of outlet

	% of shipments		% change in units shipped
	1985	1984	1985/84
Appliance/TV store	44	42	+ 11
Catalog showroom	2	2	+ 6
Catalog store (Sears, Penneys, etc.)	13.4	13	– 12.6
Department store	13.2	16	– 12.6
Discount store	11.4	11	+ 9.8
Furniture store	5.8	6	+ 2.4
Video specialty store	6.4	7	– 3.1
Other	3.8	3	+ 34.2
Total	100	100	+ 6

Based on 16,894,000 units for 1985 and 15,946,000 units for 1984

ELECTRONICS HIGHLIGHTS

TV, Projection

Projection TV sales by type of outlet

	% of shipments		% change in units shipped
	1985	1984	1985/84
Appliance/TV store	22.1	18.0	+ 66.9
Audio/hifi specialty store	23.0	26.0	+ 20.3
Catalog showroom	1.3	1	+ 76.7
Department store	11.0	10.0	+ 49.5
Discount store	2.8	2	+ 90.3
Furniture store	2.5	2	+ 69.9
Video specialty store	35.8	40	+ 21.7
Other	1.5	1	+ 103.9
Total	100	100	+ 35.9

Based on 261,000 units for 1985 and 192,000 units for 1984

Videocassettes Recorders

VCR Sales by type of outlet

	% of shipments		% change in units shipped
	1985	1984	1985/84
Appliance/TV store	32.3	28.1	+66.9
Audio/hifi specialty store	13.7	11.9	+67.1
Catalog showroom	2.7	2.9	+35.2
Catalog store (Sears, Penneys, etc.)	12.0	11.0	+58.4
Department store	7.7	11.3	− 1.1
Discount store	11.3	10.0	+64.0
Video specialty store	17.8	19.9	+29.9
Other	2.5	4.9	−25.9
Total	100	100	+45.2

Based on 11,612,000 units for 1985 and 7,999,000 units for 1984

VCR shipments by format (tabletop & portable)

	% of shipments		% change in units shipped
	1985	1984	1985/84
Beta	12.4	20.6	−12.6
VHS	87.6	79.4	+60.1
Total	100	100	+45.2

Based on 11,612,000 units for 1985 and 7,999,000 units for 1984

VCR Shipments by portability

	% of shipments		% change in units shipped
	1985	1984	1985/84
Portable	8.1	10.7	+10.1
Tabletop	91.9	89.3	+49.4
Total	100	100	+45.2

Based on 11,612,000 units for 1985 and 7,999,000 units for 1984

AUDIO/HI FI

Autosound

Autosound shipments by price range

	% of shipments		% change in units shipped
	1985	1984	1985/84
Under $50	2.6	2.6	+ 1.0
$50-$89	13.0	11.9	+10.3
$90-$129	25.0	23.1	+ 9.3
$130-$179	30.6	30.7	+ .6
$180-$249	13.4	15.4	+12.2
$250-$349	10.4	10.6	+ 1.0
$350 or more	5.0	5.7	+11.4
Total	100	100	+ 1

Based on 22,023,000 units for 1985 and 21,815,000 units for 1984

Autosound aftermarket sales by type of outlet

	% of shipments		% change in units shipped
	1985	1984	1985/84
Appliance/TV store	3.8	3.7	+ 3.7
Audio/hifi specialty	20.9	19.6	+ 7.7
Automotive chain	11.8	12.4	− 3.9
Car stereo specialist	19.9	19.3	+ 4.1
Catalog showroom	4.2	5.0	−15.2
Catalog store (Sears, Penneys, etc.)	10.2	10.0	+ 3.0
Department store	3.2	3.3	− 2.1
Discount store	10.4	10.7	− 1.9
Electronics specialty	9.0	9.0	+ 1.0
New car dealer	5.6	5.1	+10.9
Other	1.0	1.9	−46.9
Total	100	100	+ .9

Based on 22,023,000 units for 1985 and 21,815,000 units for 1984

Components

Hifi component sales by type of outlet

	% of shipments		% change in units shipped
	1985	1984	1985/84
Appliance/TV store	9.8	9.3	+10.7
Audio/hifi specialty store	37.8	38.5	+ 3.1
Catalog showroom	6.5	6.3	+ 8.4
Catalog store (Sears, Penneys, etc.)	13.2	13.2	+ 5.0
Department store	9.8	9.7	+ 6.1
Discount store	7.2	7.0	+ 8.0
Electronic specialty store	9.5	10.0	− 0.2
Hifi salon	5.5	4.7	+22.9
Other	.7	1.2	−38.7
Total	100	100	+ 5

Based on 8,800,000 units for 1985 and 8,378,000 units for 1984

Portable Tape Equipment

Portable tape equipment sales by type of outlet

	% of shipments		% change in units shipped
	1985	1984	1985/84
Appliance/TV store	17.5	16.0	+11.1
Audio/hifi specialty store	8.0	6.7	+21.3
Catalog showroom	13.5	15.0	− 8.6
Catalog store (Sears, Penneys, etc.)	14.5	13.7	+ 7.5
Department store	11.0	14.3	−21.9
Discount store	25.0	25.3	+ .4
Drug store	5.5	4.3	+30.0
Other	5.0	4.7	+ 8.1
Total	100	100	+ 1.6

Based on 27,934,000 units for 1985 and 27,494,000 units for 1984

ELECTRONICS HIGHLIGHTS

TELEPHONE EQUIPMENT

Answering Devices

Telephone answering device sales by type of outlet

	% of shipments		% change in units shipped
	1985	1984	1985/84
Appliance/TV store	4.0	3.5	+43.8
Audio/hifi specialty store	5.7	5.0	+43.4
Catalog showroom	15.0	13.0	+45.2
Catalog store (Sears, Penneys, etc.)	10.7	12.0	+12.2
Department store	16.7	18.5	+13.6
Discount store	22.6	22.5	+26.0
Electronics specialty store	11.0	9.0	+53.8
Office supply store	3.0	2.5	+51.0
Phone specialist	8.0	8.5	+18.4
Other	3.3	5.5	−24.5
Total	100	100	+25.8

Based on 3,306,000 units for 1985 and 2,628,000 units for 1984

Corded Telephones

Corded telephone shipment sales by type of outlet

	% of shipments		% change in units shipped
	1985	1984	1985/84
Appliance/TV store	6.0	5.3	+10.6
Audio/hifi specialty store	5.5	7.0	+23.2
Catalog showroom	13.0	14.3	−11.2
Catalog store (Sears, Penneys, etc.)	12.5	12.7	− 3.8
Department store	15.0	15.3	− 4.2
Discount store	26.0	23.7	+ 7.2
Electronics Specialty store	7.0	4.0	+71.0
Phone specialty store	12.0	11.0	+ 6.6
Other	3.0	6.7	−56.2
Total	100	100	− 2.3

Based on 22,403,000 units for 1985 and 22,930,000 units for 1984

Corded telephone shipments by type

	% of shipments		% change in units shipped
	1985	1984	1985/84
Standard	55.4	52.3	+ 3.4
One-piece	17.6	24.0	−28.3
Decorator	10.3	10.6	− 5.0
Advanced-electronic	16.7	13.1	−25.0
Total	100	100	− 2.3

Based on 22,430,000 units for 1985 and 22,930,000 units for 1984

ELECTRONICS FURNITURE

Electronics furniture sales by type of outlet

	% of shipments		% change in units shipped
	1985	1984	1985/84
Appliance/TV store	22.5	21.5	+ 10.7
Audio/hifi specialty store	10.3	9.5	+ 14.7
Catalog showroom	12.8	11.8	+ 14.7
Catalog store (Sears, Penneys, etc.)	9.2	10.2	− 4.6
Department store	19.2	13.2	+ 53.8
Discount store	4.2	19.2	− 76.9
Electronics specialty store	10.5	2.0	+455.1
Computer specialty store	1.0	6.0	+ 82.4
Video specialty store	5.5	3.3	+ 76.2
Furniture store	3.0	1.8	+ 76.2
Microwave oven specialty store	1.8	1.0	+ 90.3
Other	0.0	0.5	−100.0
Total	100	100	+ 5.7

Based on 6,260,000 units for 1985 and 5,920,000 units for 1984

RADAR

Radar detector sales by type of outlet

	% of shipments		% change in units shipped
	1985	1984	1985/84
Appliance/TV store	3.0	2.2	+77.6
Automotive supply store	19.0	15.5	+59.7
Catalog showroom	17.0	16.2	+36.7
Catalog store (Sears, Penneys, etc.)	11.0	12.5	+14.6
CB specialty store	4.0	3.8	+37.1
Department store	5.5	5.0	+43.3
Discount store	13.0	14.5	+16.8
Electronic specialty store	10.0	10.3	+26.5
Truck stop	14.0	16.0	+14.0
Other	3.5	4.0	+14.0
Total	100	100	+30.3

Based on 1,227,000 units for 1985 and 942,000 units for 1984

COMPUTERS

Personal computer sales by type of outlet

	% of shipments		% change in units shipped
	1985	1984	1985/84
Appliance/TV store	3.0	3.1	−22.1
Audio/hifi specialty store	5.0	5.2	−22.6
Catalog showroom	4.0	3.3	− 2.4
Catalog store (Sears, Penneys, etc.)	8.0	7.4	−13.0
Computer specialty store	42.0	37.8	−10.6
Department store	7.3	10.4	−43.5
Discount store	7.7	6.6	− 6.1
Electronics specialty store	16.3	18.2	−27.9
Hobby/toy shop	4.0	3.6	−10.6
Office supplies store	2.7	2.5	−14.4
Other	0.0	2.5	−100
Total	100	100	−19.5

Based on 4,025,000 units for 1985 and 5,000,000 units for 1984

ELECTRONICS HIGHLIGHTS

Personal computer shipments by price range

	% of shipments		% change in units shipped
	1985	1984	1985/84
Under $500	38.7	34.0	– 8.4
$500-$800	12.0	12.5	–22.7
$801-$1,000	13.7	14.0	–21.2
$1,001-$1,500	19.0	19.5	+21.6
$1,501-$2,000	4.0	6.5	–50.5
$2,001-$2,999	12.6	13.5	–24.9
Total	100	100	–19.5

Based on 4,025,000 units for 1985 and 5,000,000 units for 1984

SOFTWARE

Audio

Blank audiocassette shipments by type

	% of shipments		% change in units shipped
	1985	1984	1985/84
Metal particle tape	0.4	0.4	+7.6
Premium*	58.2	56.2	+5.6
Promotional	41.4	43.4	–2.7
Total	100	100	+2.3

Based on 266,168,000 units for 1985 and 260,969,000 units for 1984

*High coercivity ferrite, cobalt ferrite, etc.

Blank audiocassette sales by type of outlet

	% of shipments		% change in units shipped
	1985	1984	1985/84
Appliance/TV store	8.2	12.0	–30.3
Audio/hifi specialty store	12.0	12.5	– 2.1
Camera store	1.4	0.0	
Catalog showroom	3.6	4.0	– 8.2
Catalog store (Sears, Penneys, etc.)	2.8	4.5	–36.5
Department store	6.2	7.0	– 9.7
Discount store	28.8	24.0	+22.4
Drug store	5.8	4.5	+31.5
Record store	9.4	7.0	+37.0
Electronics specialty store	10.6	11.5	– 6.0
Other	11.2	13.0	–12.1
Total	100	100	+ 2.3

Based on 266,168,000 units for 1985 and 260,969,000 units for 1984

Video

Blank VHS videotape by grade

	% of shipments		% change in units shipped
	1985	1984	1985/84
Standard	94.9	92.8	+79.7
High-grade	5.1	7.2	+25.0
Total	100	100	+75.7

Based on 128,191,000 units for 1985 and 72,961,000 units for 1984

Blank Beta videotape by grade

	% of shipments		% change in units shipped
	1985	1984	1985/84
Standard	95.6	95.0	+ 10.6
High grade	4.4	5.0	– 4.0
Total	100	100	+ 9.9

Based on 27,897,000 units for 1985 and 25,392,000 units for 1984

Blank videotape sales by type of outlet

	% of shipments		% change in units shipped
	1985	1984	1985/84
Appliance/TV store	16.2	18	+42.83
Audio/hifi specialty store	9.8	12	+29.61
Camera store	4.0	4	+58.7
Catalog showroom	4.6	5	+46.01
Catalog store (Sears, Penneys, etc.)	5.8	6	+53.41
Department store	5.0	7	+13.36
Discount store	29.8	25	+89.17
Film processing outlet	2.4	3	+26.96
Record store	6.2	5	+96.79
Video specialist	11.2	14	+26.96
Other	5.0	1	+693.51
Total	100	100	+58.7

Based on 156,088,000 units for 1985 and 98,353,000 units for 1984

Prerecorded videotape shipments by type

	% of shipments		% change in units shipped
	1985	1984	1985/84
General interest	91.4	81.4	+145.8
Original programming	2.4	3.5	+ 52.9
Other	89.0	77.9	+ 60.0
X-rated	8.6	18.6	+ 1.0
Total	100	100	+118.9

Based on 43,100,000 units for 1985 and 19,690,000 units for 1984

Prerecorded videotape sales by type of outlet

	% of shipments		% change in units shipped
	1985	1984	1985/84
Appliance/TV store	5.0	2.0	+447.2
Audio/hifi specialty store	1.0	1.0	+118.9
Camera store	1.0	1.0	+118.9
Catalog showroom	1.0	2.0	+ 9.5
Catalog store (Sears, Penneys, etc.)	4.0	3.0	+191.9
Department store	1.0	4.0	+ 45.3
Discount store	7.0	5.0	+206.5
Film processing outlet	0	1.0	—
Record store	8.0	4.0	+337.8
Video specialist	70.0	75.0	+104.3
Other	2.0	2.0	+118.9
Total	100	100	+118.9

Based on 43,1000,000 units for 1985 and 19,690,000 units for 1984

SATELLITE TV

Satellite Earth Stations sales by type of outlet

	% of shipments		% change in units shipped
	1985	1984	1985/84
Appliance/TV store	18.6	17.9	+ 45
Audio/Hifi specialty store	1.7	1.3	+ 83
Catalog showroom	1.7	1.3	+83
Catalog store/ mail order (i.e. Sears, Penney's, etc.)	1.5	1.1	+ 61.5
Department store	2.6	1.8	+102
Discount store	3.5	3.1	+58
Electronics specialty store (i.e. Radio Shack, Lafayette, etc.)	3.6	2.4	+100
Satellite Earth Station Dealer	65.8	70.3	+ 31
Others	1.0	0.8	+33.3
Total	100	100	+ 40

Based on 630,000 units for 1985 and 450,000 units for 1984.

PEOPLE ON THE MOVE

Mitisubishi Electric Sales America Inc. has promoted: **Robert L. Rosipajla** to senior vice president/Service Division; **Tadayoshi "Todd" Kondo** to vice president/branch manager; **David P. Chang** to controller; **Seiichi Nagao** to marketing vice president; **Rick L. Halstead** to regional manager and **William Strange** to Mid-Atlantic regional manager.

Sony Corp. of America has named **Jeffrey Brooks** vice president of advertising and promotion. **Michael Meltzer** promoted to national sales and marketing vice president.

Brooks

Hicks

Panasonic has announced five new appointments: **Joe Hicks** to general manager, southern group; **Rusty Bennett** to manager of the Sales Support Division/Consumer Electronics Group; **Ron Greitzer** and **Crystal Jenisch** to advertising managers and **Carol DiStaulo** to media manager.

Softsel Computer Products has elected **Michael D. Pickett** president and chief operation officer.

Sung Cho has been named vice president of marketing at Orchid Technology. **Alan L. Brudno** has been named national sales manager. **Robert Hurt** has been appointed product manager for Orchid's High Performance/Turbo Division.

Hagman

Collura

Jeffrey L. Hagman has been appointed sales and marketing manager for 3M's Leisure Time Products Project.

AOC International Ltd. has promoted **John Collura** to national sales manager.

MGM/UA Home Video has promoted **Hillel Gedrich** vice president of legal affairs; and appointed **Jeffrey L. Ringler** director of business affairs and **Bill Freston** director of marketing planning.

Karl Lorimar Home Video has appointed **Sydney J. Levine**, director of acquisitions.

Ken Fujii has joined TDK Electronics Corp. as manager of technical services.

Olympia USA appoints two executives **Otto Sturm** president and **Brian McNerney** vice president of sales and marketing.

Sturm

McNerney

STAT WATCH

TOTAL U.S. MARKET STATISTICS
Sales to Retailers
February 1986 vs. February 1985
(In Units)

	February 1986	February 1985	Percent Change	Year-to-date 1986	Year-to-date 1985	Percent Percent
TELEVISION						
Color	1,278,730	1,249,606	+ 2.3	2,601,131	2,502,868	+ 3.9
Monochrome	269,435	260,666	+ 3.4	602,967	506,411	+ 19.1
TOTAL TV*	**1,548,165**	**1,510,272**	**+ 2.5**	**3,204,098**	**3,009,279**	**6.5**
Projection TV	24,624	17,163	+ 43.5	49,074	34,831	+ 40.9
Home VCR	902,998	792,336	+ 14.0	1,876,761	1,654,568	+ 13.4
Camcorders**	53,880	NA	NA	113,956	NA	NA
Color Video Cameras	7,113	31,720	− 77.6	18,462	75,787	− 75.6

Information contained in this release reflects total market statistics for products produced and/or sold in the United States regardless of the brand name or country of origin.

*Excludes projection television
**Included in Home VCR
***Source: Electronics Industries Association Consumer Electronics Group.

APPLIANCE HIGHLIGHTS

The data presented here represents the appliance portion of DEALERSCOPE MERCHANDISING's 64th Annual Statistical and Marketing Report Part II. This final section contains data on shipments and retail sales.

The information is based on data provided by leading manufacturers. The dollar figures cited are estimated retail sales figures for the products shipped from factories in 1985.

The number of units shipped in a particular year represents the shipments of products available for sale in the U.S.

Readers are cautioned that all information published in the 64th annual report is based on consensus rather than census. The questions asked of respondents referred to their opinions of industrywide changes rather than to individual company performances.

DISHWASHERS

Dishwasher shipments by color

	% of shipments		% change in units shipped
	1985	1984	1985/84
Almond	18.6	15.3	+ 24.5
Avocado	0.0	0.3	- 100
Coffee	0.0	0.3	- 100
Coppertone	0.0	0.0	0
Harvest gold	1.0	2.0	- 48.7
Sand/Toast	0.2	0.7	- 70.7
Silver/Platinum	0.0	0.3	- 100
Wheat	1.0	0.7	+ 46.3
White	8.4	10.0	- 13.9
Wood grain	0.8	0.7	+ 17
Multicolor panel packages	70.0	69.3	+ 3.4
Other	0.0	0.4	- 100
Total	100	100	+ 2.4

Based on 3,512,000 units for 1985 and 3,428,000 units for 1984

Dishwasher sales by type of outlet

	% of shipments		% change in units shipped
	1985	1984	1985/84
Appliance/TV store	25.5	23.4	+ 11.6
Builder/contractor	28.8	31.6	- 6.6
Catalog showroom	1.0	0.2	412.25
Catalog store (Sears, Penneys, etc.)	27.3	24.8	+ 12.7
Department store	1.0	1.0	+ 2.4
Discount store	5.5	6.6	- 14.6
Furniture store	1.2	0.6	+ 104.90
Home improvement center	3.5	3.6	- .40
Kitchen remodeler	5.2	6.6	- 19.2
Plumbing contractor	1.0	1.0	+ 2.4
Other	0.0	0.6	- 100
Total	100	100	+ 2.4

Based on 3,512,000 units for 1985 and 3,428,000 units for 1984

Built-in dishwasher shipments by retail price range

	% of shipments		% change in units shipped
	1985	1984	1985/84
Under $250	6.0	7.3	- 15.7
$250-$299	15.0	16.0	- 3.8
$300-$349	23.3	25.0	- 4.4
$350-$399	18.0	16.7	+ 10.4
$400-$450	16.4	16.7	+ .67
Over $450	21.3	18.3	+ 19.3
Total	100	100	+ 2.5

Based on 3,263,000 units for 1985 and 3,183,000 units for 1984

Portable dishwasher shipments by retail price range

	% of shipments		% change in units shipped
	1985	1984	1985/84
Under $250	9.5	10.0	- 3.4
$250-$299	17.0	16.5	+ 4.7
$300-$349	24.5	24.5	+ 1.6
$350-$399	22.0	22.5	- .63
$400-$450	14.5	14.0	+ 5.2
Over $450	12.5	12.5	+ 1.6
Total	100	100	+ 1.6

Based on 249,000 units for 1985 and 245,000 units for 1984

DRYERS

Dryer shipments by type

	% of shipments		% change in units shipped
	1985	1984	1985/84
Automatic fabric settings	77.7	76.0	+ 8.6
Time-dry	22.3	24.0	- 1.3
Total	100	100	+ 6.2

Based on 3,701,000 units for 1985 and 3,484,000 units for 1984

Dryer sales by color

	% of shipments		% change in units shipped
	1985	1984	1985/84
Almond	36.3	34.5	+ 11.7
Avocado	0.3	0.5	- 36.2
Coffee	0.3	0.5	- 36.2
Harvest gold	2.3	3.0	- 18.5
Sand/Toast	0.0	1.0	- 100
White	60.8	60.5	+ 6.7
Other	0.0	0.0	0
Total	100	100	+ 6.2

Based on 3,701,000 units for 1985 and 3,484,000 units for 1984

Dryer sales by type of outlet

	% of shipments		% change in units shipped
	1985	1984	1985/84
Appliance/TV store	30.5	30.5	+ 6.2
Builder/contractor	4.5	5.0	- 4.3
Catalog showroom	4.0	2.5	+ 69.9
Catalog store (Sears, Penneys, etc.)	42.5	41.5	+ 8.7
Department store	7.5	8.0	- .41
Discount store	7.5	8.5	- 6.2
Furniture store	3.5	3.0	+ 23.9
Other	0.0	0.0	0
Total	100	100	+ 6.2

Based on 3,701,000 units for 1985 and 3,484,000 units for 1984

Dryer shipments by retail price range

	% of shipments		% change in units shipped
	1985	1984	1985/84
Under $200	5.0	3.0	+ 77.0
$201-$250	7.5	7.0	+ 13.8
$251-$300	19.5	19.0	+ 9.0
$301-$350	27.0	29.5	- 2.7
$351-$400	19.0	19.0	+ 6.2
$401-$450	12.5	14.0	- 5.1
Over $500	9.5	8.5	+ 18.7
Total	100	100	+ 6.2

Based on 3,701,000 units for 1985 and 3,484,000 units for 1984

APPLIANCE HIGHLIGHTS

Dryer shipments by internal control type

	% of shipments		% change in units shipped
	1985	1984	1985/84
Electronic solid-state	11.0	10.0	+16.8
Mechanical	89.0	90.0	+ 5.0
Total	100	100	+ 6.2

Based on 3,701,000 units for 1985 and 3,484,000 units for 1984

MICROWAVES

Microwave/convection oven shipments by type of unit

	% of shipments		% change in units shipped
	1985	1984	1985/84
Countertop	79.7	78.1	+14.6
Full range size	20.3	21.9	+ 4.0
Total	100	100	+12.2

Based on 256,000 units for 1985 and 228,000 units for 1984

Microwave oven/range combination shipments by type

	% of shipments		% change in units shipped
	1985	1984	1985/84
Single cavity	14.0	13.6	+4.76
Double oven, gas	12.4	12.3	+2.63
Double oven, electric	73.6	74.1	+ .87
Total	100	100	+1.6

Based on 314,000 units for 1985 and 309,000 units for 1984

Countertop microwave oven shipments by retail price range

	% of shipments		% change in units shipped
	1985	1984	1985/84
Under $200	25.0	9.7	+206.7
$200-$249	13.5	10.7	+ 50.1
$250-$299	19.5	19.0	+ 21.3
$300-$349	14.0	14.2	+ 17.3
$350-$399	10.0	14.7	– 19.0
$400-$499	11.5	19.7	– 30.5
$500-$600	2.5	8.7	– 65.8
Over $600	4.0	3.3	+ 44.2
Total	100	100	+ 19.0

Based on 9,163,000 units for 1985 and 7,700,000 units for 1984

Microwave oven sales by type of outlet

	% of shipments		% change in units shipped
	1985	1984	1985/84
Appliance/TV store	30.0	34.5	+ 92.5
Builder/contractor	1.5	2.0	– 11.5
Catalog showroom	2.5	2.0	+ 47.3
Catalog store (Sears, Penneys, etc.)	38.5	31.5	+ 44.0
Department store	5.5	7.0	– 7.38
Discount store	13.5	10.0	+ 59.1
Furniture store	2.5	4.0	– 26.3
Home improvement center	1.0	1.0	+ 17.88
Kitchen remodeler	1.5	3.0	– 41.0
Microwave specialty store	3.5	4.0	+ 3.15
Other	0.0	1.0	– 100
Total	100	100	+ 17.88

Based on 10,633,000 units for 1985 and 9,020,000 units for 1984

RANGES

Electric & Gas

Electric range sales by type of outlet

	% of shipments		% change in units shipped
	1985	1984	1985/84
Appliance/TV store	35.4	38.8	– 7.2
Builder/contractor	13.7	13.6	+ 2.4
Catalog showroom	1.3	0.8	+65.2
Catalog store	28.4	22.1	+30.7
Department store	2.3	3.2	–26.9
Discount store	2.3	2.4	– 2.5
Furniture store	3.0	3.0	+ 1.7
Home improvement center	3.3	3.5	– 4.1
Kitchen remodeler	9.3	11.8	–19.8
Other	1.0	0.8	+27.1
Total	100	100	+ 1.7

Based on 3,218,000 units for 1985 and 3,164,000 units for 1984

Electric range shipments by type

	% of shipments		% change in units shipped
	1985	1984	1985/84
Freestanding	79.3	79.1	+1.88
Slide-in	4.6	4.7	– .67
Drop-in	3.9	4.0	– .79
Cooktop	6.5	6.4	+3.96
Built-in wall oven	5.7	5.8	+ .55
Total	100	100	+1.71

Based on 3,218,000 units for 1985 and 3,164,000 units for 1984

Range shipments by color (electric and gas)

	% of shipments		% change in units shipped
	1985	1984	1985/84
Almond	57.3	50.7	+ 15.9
Avocado	0.7	0.7	+ 2.55
Coffee	0.7	0.6	+ 19.64
Coppertone	1.0	0.5	+105.1
Harvest gold	3.3	3.4	– .47
Sand/Toast	1.0	0.8	+ 28.1
Silver/Platinum	1.0	0.5	+105.1
Wheat	1.0	1.2	– 14.5
White	21.3	21.0	+ 4.02
Black glass and other	12.7	20.6	– 36.7
Total	100	100	+ 2.55

Based on 5,025,000 units for 1985 and 4,900,000 units for 1984

Gas range sales by type of outlet

	% of shipments		% change in units shipped
	1985	1984	1985/84
Appliance/TV store	41.0	41.2	+ 3.58
Builder/contractor	9.0	9.5	– 1.39
Catalog showroom	2.0	0.8	+160.22
Catalog store (Sears, Penneys, etc.)	30.0	30.7	+ 1.72
Department store	2.0	2.3	– 9.49
Discount store	3.0	3.0	+ 4.09
Furniture store	7.0	6.5	+ 12.10
Home improvement center	1.0	1.0	+ 4.09
Kitchen remodeler	4.0	4.0	+ 4.09
Other	1.0	1.0	+ 4.09
Total	100	100	+ 4.09

Based on 1,807,000 units for 1985 and 1,736,000 units for 1984

APPLIANCE HIGHLIGHTS

Electric range shipments which accept options (i.e. grills, griddles, deep fat fryers, rotisseries)

	% of shipments 1985	% of shipments 1984	% change in units shipped 1985/84
Accept options	12.8	11.3	+15.2
Do not accept options	87.2	88.7	+ .01
Total	100	100	+ 1.7

Based on 3,218,000 units for 1985 and 3,164,000 units for 1984

Gas range shipments which accept options (i.e. grills, griddles, deep fat fryers, rotisseries)

	% of shipments 1985	% of shipments 1984	% change in units shipped 1985/84
Accept options	4.9	4.8	+6.26
Do not accept options	95.1	95.2	+3.98
Total	100	100	+4.09

Based on 1,807,000 units for 1985 and 1,736,000 units for 1984

Electric range shipments by cleaning system

	% of shipments 1985	% of shipments 1984	% change in units shipped 1985/84
Self-cleaning	42.0	41.1	+4.08
Continuous-cleaning	18.2	18.4	+ .34
All other	39.8	40.5	− .08
Total	100	100	+1.71

Based on 3,218,000 units for 1985 and 3,164,000 units for 1984

Gas range shipments by cleaning system

	% of shipments 1985	% of shipments 1984	% change in units shipped 1985/84
Self-cleaning	12.6	12.6	+4.11
Continuous-cleaning	30.4	30.4	+3.98
All other	57.0	57.0	+4.15
Total	100	100	+4.09

Based on 1,807,000 units for 1985 and 1,736,000 units for 1984

REFRIGERATORS

Refrigerator sales by type of outlet

	% of shipments 1985	% of shipments 1984	% change in units shipped 1985/84
Appliance/TV store	33.2	31.5	+ 8.03
Builder/contractor	13.7	14.5	− 3.16
Catalog showroom	0.7	0.0	0
Catalog store (Sears, Penneys, etc.)	31.7	30.5	+ 6.53
Department store	4.0	5.7	−28.07
Discount store	4.7	5.2	− 7.36
Furniture store	4.7	4.5	+ 7.05
Home improvement center	3.0	3.8	−19.08
Kitchen remodeler	3.3	3.3	+ 2.5
Other	1.0	1.0	+ 2.5
Total	100	100	+ 2.5

Based on 5,874,000 units for 1985 and 5,731,000 units for 1984

Refrigerator shipments by size

	% of shipments 1985	% of shipments 1984	% change in units shipped 1985/84
6.5 to 11 cu. ft.	7.0	6.9	+3.78
12 & 13 cu. ft.	6.2	6.2	+3.39
14 & 15 cu. ft.	23.6	23.7	+2.06
16 & 17 cu. ft.	22.9	22.9	+2.13
18 & 19 cu. ft.	19.4	19.4	+2.61
20 & 21 cu. ft.	11.5	11.5	+2.58
22 cu. ft. and over	9.4	9.4	+2.6
Total	100	100	+2.5

Based on 5,874,000 units for 1985 and 5,731,000 units for 1984

Refrigerators shipments by retail price range

	% of shipments 1985	% of shipments 1984	% change in units shipped 1985/84
Under $300	5.0	4.0	+28.12
$300-$399	10.3	9.5	+11.13
$400-$499	16.0	20.0	−18.0
$500-$649	28.4	28.5	+ 2.14
$650-$799	19.3	21.0	− 5.8
$800-$1,000	12.7	11.0	+18.34
Over $1,000	8.3	6.0	+41.79
Total	100	100	+ 2.5

Based on 5,874,000 units for 1985 and 5,731,000 units for 1984

Refrigerator shipments by color

	% of shipments 1985	% of shipments 1984	% change in units shipped 1985/84
Almond	57.7	57.7	+ 2.5
Avocado	1.0	1.2	− 14.59
Coffee	1.0	1.0	+ 2.5
Coppertone	0.3	0.3	+ 2.5
Harvest gold	4.3	4.2	+ 4.94
Sand/Toast	0.3	0.8	− 61.56
Silver/Platinum	0.0	0.8	−100
Wheat	1.0	0.5	+104.99
White	33.7	33.2	+ 4.04
Wood grain	0.7	0.3	+139.16
Other	0.0	0.0	0
Total	100	100	+ 2.5

Based on 5,874,000 units for 1985 and 5,731,000 units for 1984

Refrigerator shipments by freezing compartment

	% of shipments 1985	% of shipments 1984	% change in units shipped 1985/84
Top-mount	79.1	79.0	+2.74
Bottom-mount	1.7	1.7	+4.12
Side-by-side	13.5	13.5	+1.6
Single door	5.7	5.8	+ .3
Total	100	100	+2.5

Based on 5,874,000 units for 1985 and 5,731,000 units for 1984

Freezer shipments by defrosting system

	% of shipments 1985	% of shipments 1984	% change in units shipped 1985/84
No-front	6.0	7.8	+1.49
All other	94.0	92.3	+2.39
Total	100	100	+2.33

Based on 1,140,000 units for 1985 and 1,114,000 units for 1984

Refrigerators shipped with through-the-door ice and/or water

	% of shipments 1985	% of shipments 1984	% change in units shipped 1985/84
Top-mount	5.0	5.0	+2.74
Side-by-side	29.0	28.0	+1.8
Total	0	0	0

Based on 4,649 Top-Mount units for 1985 and 4,525 for 1984; and 790 Side-By-Side units for 1985 and 776 for 1984

APPLIANCE HIGHLIGHTS

Refrigerator shipped with energy-saving devices

	% of shipments		% change in units shipped
	1985	1984	1985/84
With energy-saving devices	91.0	90.0	+3.63
Without energy-saving devices	9.0	10.0	−7.75
Total	100	100	+2.5

Based on 5,874,000 units for 1985 and 5,731,000 units for 1984

Refrigerators shipped with automatic ice makers

	% of shipments		% change in units shipped
	1985	1984	1985/84
With ice makers	14.5	15.8	−5.94
Without ice makers	85.5	84.2	+4.08
Total	100	100	2.5

Based on 5,874,000 units for 1985 and 5,731,000 units for 1984

Compact refrigerator shipments by retail price range

	% of shipments		% change in units shipped
	1985	1984	1985/84
Under	32.5	32.0	+32.10
$120-$149	27.5	32.0	+11.78
$150-$180	27.5	27.0	+32.48
Over $180	12.5	9.0	+80.65
Total	100	100	+30.07

Based on 783,000 units for 1985 and 602,000 units for 1984

Compact refrigerator shipments by size

	% of shipments		% change in units shipped
	1985	1984	1985/84
2 cu. ft.	27.5	29.0	+23.34
3 cu. ft.	9.5	10.0	+23.56
4.5 cu. ft.	40.5	38.0	+38.62
4.6-6.4 cu. ft.	22.5	23.0	+27.24
Total	100	100	+30.07

Based on 738,000 units for 1985 and 602,000 units for 1984

FREEZERS

Freezer sales by type of outlet

	% of shipments		% change in units shipped
	1985	1984	1985/84
Appliance/TV store	17.3	15.8	+ 12.76
Builder/contractor	0.7	0.3	+138.78
Catalog store (Sears, Penneys, etc.)	51.0	49.7	+ 5.01
Department store	11.3	12.5	− 7.49
Discount store	13.0	15.7	− 15.26
Furniture store	3.0	3.0	+ 2.33
Home improvement center	2.0	1.8	+ 13.7
Kitchen remodeler	1.0	0.8	+ 27.92
Other	0.7	0.5	+ 43.27
Total	100	100	+ 2.33

Based on 1,140,000 units for 1985 and 1,114,000 units for 1984

Freezer shipments by retail price range

	% of shipments		% change in units shipped
	1985	1984	1985/84
Under $300	27.1	24.5	+13.19
$300-$399	36.3	40.5	− 8.28
$400-$499	24.0	27.0	− 9.04
$500-$600	8.3	5.5	+54.43
Over $600	4.3	2.5	+76.01
Total	100	100	+ 2.33

Based on 1,140,000 units for 1985 and 1,114,000 units for 1984

Refrigerator shipments by defrosting system

	% of shipments		% change in units shipped
	1985	1984	1985/84
No-frost	89.0	88.4	+2.51
All other	11.0	11.6	+2.38
Total	100	100	+2.5

Based on 5,874,000 units for 1985 and 5,731,000 units for 1984

Freezer shipments by color

	% of shipments		% change in units shipped
	1985	1984	1985/84
Almond	20.5	19.5	+ 7.58
Avocado	0.0	0.5	− 100
Coffee	0.0	0.0	0
Coppertone	0.0	0.0	0
Harvest Gold	0.0	0.0	0
Sand/Toast	0.0	0.5	− 100
Silver/Platinum	0.0	0.0	0
Wheat	0.0	0.5	− 100
White	78.5	77.7	+ 3.3
Wood grain	1.0	1.3	− 21.2
Other	0.0	0.0	0
Total	100	100	+ 2.33

Based on 1,140,000 units for 1985 and 1,114,000 units for 1984

Freezer shipments by size

	% of shipments		% change in units shipped
	1985	1984	1985/84
10-14 cu. ft.	17.9	17.9	+2.51
15 cu. ft.	26.6	26.6	+2.36
16 & 17 cu. ft.	16.9	16.8	+2.67
18 & 19 cu. ft.	10.4	10.3	+2.61
20 cu. ft. and over	28.3	28.4	+1.89
Total	100	100	+2.33

Based on 1,140,000 units for 1985 and 1,114,000 units for 1984

Compact freezer shipments by size

	% of shipments		% change in units shipped
	1985	1984	1985/84
4 cu. ft.	12.5	12.0	− 0.5
5-6 cu. ft.	25.0	24.0	− .05
7-8 cu. ft.	30.5	31.0	−5.60
9-9.9 cu. ft.	32.0	33.0	−6.96
Total	100	100	−4.05

Based on 237,000 units for 1985 and 247,000 units for 1984

Compact freezer shipments by retail price range

	% of shipments		% change in units shipped
	1985	1984	1985/84
Under $190	10.0	6.0	+59.92
$190-$210	25.0	25.0	− 4.05
$211-$240	37.5	37.0	− 2.75
$241-$280	19.0	22.0	−17.13
Over $280	8.5	10.0	−18.44
Total	100	100	− 4.05

Based on 237,000 units for 1985 and 247,000 units for 1984

APPLIANCE HIGHLIGHTS

AIR CONDITIONERS

Room air conditioner sales by type of outlet

	% of shipments		% change in units shipped
	1985	1984	1985/84
Appliance/TV store	27.4	29.0	− 6.45
Builder/ contractor	4.0	3.8	+ 4.22
Catalog showroom	3.0	3.0	− .99
Catalog store (Sears, Penneys, etc.)	22.4	23.6	− 6.02
Department store	9.6	10.8	− 11.99
Discount store	27.6	24.8	+ 10.19
Furniture store	1.8	2.0	− 10.89
Home improvement center	2.4	2.0	+ 18.81
Kitchen remodeler	1.0	1.0	− .99
Other	0.8	0.0	—
Total	100	100	− .9

Based on 2,900,000 units for 1985 and 2,929,000 units for 1984

Room air conditioner shipments by retail price range

	% of shipments		% change in units shipped
	1985	1984	1985/84
Under $150	2.3	2.0	+ 13.8
$150-$250	25.2	25.3	− 1.3
$251-$350	27.2	27.0	− .26
$351-$450	25.2	25.3	− 1.38
$451-$550	10.5	11.3	− 8.0
$551-$650	4.5	4.7	− 5.2
$651-$750	2.3	2.0	+ 13.8
Over $750	2.8	2.4	+ 15.5
Total	100	100	− .99

Based on 2,900,000 units for 1985 and 2,929,000 units for 1984

Room air conditioner shipments by size of unit

	% of shipments		% change in units shipped
Size in BTU's	1985	1984	1985/84
under 7,000	33.7	33.8	− 1.6
7,000-10,999	29.3	29.7	− 2.0
11,000-19,999	27.7	27.1	− 1.2
20,000 & over	9.3	9.4	+ 1.8
Total	100	100	− 0.8

Based on 2,900,000 units for 1985 and 2,929,000 units for 1984

Room air conditioner shipments by E.E.R. rating

	% of shipments		% change in units shipped
	1985	1984	1985/84
High (7.5 & Over)	57.4	50.9	+ 11.6
Low (Under 7.5)	42.6	49.1	− 14.1
Total	100	100	− .99

Based on 2,900,000 units for 1985 and 2,929,000 units for 1984

Room air conditioner shipments by type of controls

	% of shipments		% change in units shipped
	1985	1984	1985/84
Electronic solid-state	3.3	2.3	+ 42.0
Mechanical	96.7	97.7	− 2.0
Total	100	100	− .99

Based on 2,900,000 units for 1985 and 2,929,000 units for 1984

Room air conditioner shipments by installation type

	% of shipments		% change in units shipped
	1985	1984	1985/84
Regular	87.0	87.8	− 1.8
Casement	3.2	2.8	+ 13.1
Through-the-wall	9.8	9.4	+ 3.2
Total	100	100	− .99

Based on 2,900,000 units for 1985 and 2,929,000 units for 1984

WASHERS

Washer shipments by portability

	% of shipments		% change in units shipped
	1985	1984	1985/84
Portable	4.5	5.5	− 14.47
Not portable	95.5	94.5	+ 5.65
Total	100	100	+ 4.54

Based on 4,925,000 units for 1985 and 4,711,000 units for 1984

Washer shipments by internal control type

	% of shipments		% change in units shipped
	1985	1984	1985/84
Electronic solid-state	11.0	10.0	+ 15.0
Mechanical	89.0	90.0	+ 3.38
Total	100	100	+ 4.54

Based on 4,925,000 units for 1985 and 4,711,000 units for 1984

Washer shipments by capacity

	% of shipments		% change in units shipped
	1985	1984	1985/84
12 lbs. & under	15.5	15.5	+ 4.54
14 lbs.	13.0	13.0	+ 4.54
16 lbs.	19.5	18.5	+ 10.19
18 lbs. & over	52.0	53.0	+ 2.57
Total	100	100	+ 4.54

Based on 4,925,000 units for 1985 and 4,711,000 units for 1984

Washer shipments by color

	% of shipments		% change in units shipped
	1985	1984	1985/84
Almond	34.4	32.5	+ 10.65
Avocado	0.3	0.5	− 37.27
Coffee	0.3	0.5	− 37.27
Harvest gold	2.3	3.0	− 19.8
Sand/Toast	0.3	1.0	− 68.6
White	62.4	62.5	+ 4.38
Other	0.0	0.0	0
Total	100	100	+ 4.54

Based on 4,925,000 units for 1985 and 4,711,000 units for 1984

Washer sales by type of outlet

	% of shipments		% change in units shipped
	1985	1984	1985/84
Appliance/TV store	31.0	30.5	+ 6.26
Builder/ contractor	4.0	5.0	− 16.37
Catalog showroom	2.0	2.5	− 16.37
Catalog store (Sears, Penneys, etc.)	44.0	41.5	+ 10.84
Department store	7.5	8.0	− 1.99
Discount store	7.5	8.5	− 7.76
Furniture store	4.0	3.0	+ 39.39
Other	0.0	1.0	− 100
Total	100	100	+ 4.54

Based on 4,925,000 units for 1985 and 4,711,000 units for 1984

Washer shipments by retail price range

	% of shipments		% change in units shipped
	1985	1984	1985/84
Under $200	2.0	1.0	+ 109
$200-$250	3.0	1.5	+ 109
$251-$300	9.0	9.5	− .96
$301-$350	14.0	13.5	+ 8.4
$351-$400	24.5	24	+ 6.7
$401-$500	28.0	35.5	− 17.5
Over $500	19.5	15.0	+ 35.9
Total	100	100	+ 4.5

Based on 4,925,000 units for 1985 and 4,711,000 units for 1984

FOOD DISPOSERS

Food waste dispoer sales by type of outlet

	% of shipments		% change in units shipped
	1985	1984	1985/84
Appliance/TV store	6.3	8.0	− 20.9
Builder/ contractor	24.7	26.7	− 7.1
Catalog showroom	1.0	0.8	+ 25.4
Catalog store (Sears, Penneys, etc.)	16.3	16.5	− .8
Department store	0.7	1.0	− 29.7
Home improvement center	9.0	8.7	+ 3.8
Kitchen remodeler	10.7	11.0	− 2
Plumbing contractor	31.3	27.0	+ 16.3
Other	0.0	0.3	− 100
Total	100	100	+ .39

Based on 4,068,000 units for 1985 and 4,052,000 units for 1984

TRASH COMPACTORS

Trash compactor shipments by color

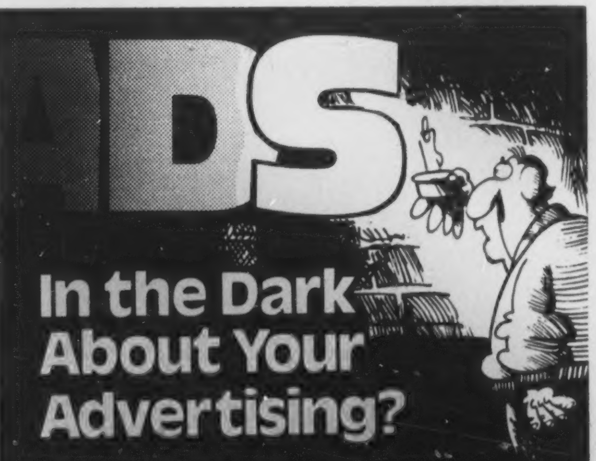
	% of shipments		% change in units shipped
	1985	1984	1985/84
Almond	49.5	44.5	+ 9.3
Avocado	0.5	1.0	− 50.8
Coffee	0.5	1.5	− 67.2
Coppertone	0.5	1.0	− 50.8
Harvest gold	2.0	2.5	− 21.3
Sand/Toast	0.5	0.5	− 1.6
Silver/Platinum	0.5	0.5	− 1.6
Wheat	8.0	10.0	− 21.3
White	34.0	32.5	+ 2.8
Wood grain	0.0	1.0	− 100
Other	4.0	5.0	− 21.3
Total	100	100	− 1.69

Based on 175,000 units for 1985 and 178,000 units for 1984

Trash compactor sales by type of outlet

	% of shipments		% change in units shipped
	1985	1984	1985/84
Appliance/TV store	27.0	27.0	− 1.69
Builder/ contractor	22.0	23.5	− 7.9
Catalog showroom	0.5	0.0	0
Catalog store (Sears, Penneys, etc.)	27.0	26.5	+ .17
Department store	8.0	6.0	+ 31.0
Discount store	1.0	1.5	− 34.4
Home improvement center	4.0	5.5	− 28.5
Kitchen remodeler	10.5	10.0	+ 3.2
Total	100	100	− 1.69

Based on 175,000 units for 1985 and 178,000 units for 1984



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Circle 22 on Info Card

PEOPLE ON THE MOVE

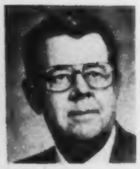
Roper Sales Corp. has announced the opening of its Gulf Coast subsidiary in Houston. **JoAnne MacIntyre** has been appointed general manager.

Speed Queen has promoted **Jeff Brothers** to sales manager of its Southeast division.

Mary A. Swofford has been appointed supervisor of sales training for the Admiral division of Magic Chef Inc.

Fedders Corp. has two new distributors for its line of air conditioners and other heat exchange products: Sunbelt Corp. of Las Vegas, and Davis Distributing Co. of Baltimore. **Thomas J. Purcell**, has been named national accounts sales manager for Fedders.

Purcell



Faust

Robert Faust has been named assistant vice president of manufacturing of the Maytag Co.

Whirlpool has announced a reconfiguration of its sales divisions into five regional branch headquarters. Heading the Midwest region is **Brad Gaddie**. Other appointees include: **James C. Johnston**, Southeast region; **James W. Martin**, Southwest region; **Art Maxon**, Great Lakes region; and **Roger D. Brown**, California.

STAT WATCH

MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
February, 1986

	February 1986	February 1985	Percent Change	Calendar Year to Date 1986	1986	Percent Change
ALL MAJOR APPLIANCES	**3,184.7**	**2,943.4**	**+ 8.2**	**6,779.2**	**6,336.4**	**+ 7.0**
COOKING — TOTAL	**1,144.2**	**800.7**	**+421.9**	**2,480.1**	**1,899.4**	**+30.6**
Electric Ranges — Total	253.5	216.6	+17.0	518.3	473.5	+ 9.5
Free Standing	208.6	176.6	+18.1	427.8	383.9	+11.4
Built-In	44.9	40.0	12.3	90.5	89.5	+ 1.1
Microwave Ovens/Ranges	904.4	598.3	+51.2	1,991.3	1,456.5	+36.7
HOME LAUNDRY — TOTAL	**707.5**	**739.5**	**− 4.3**	**1,572.0**	**1,550.0**	**+ 1.4**
Automatic Washers	398.9	416.0	− 4.1	888.6	866.3	+ 2.5
Dryers — Total	308.5	323.5	− 4.6	683.4	683.2	—
Electric	240.9	253.1	− 4.8	534.3	534.5	—
Gas	67.6	70.4	− 4.0	149.0	148.7	+ 0.2
KITCHEN CLEAN UP — TOTAL	**638.9**	**618.5**	**+ 3.3**	**1,353.1**	**1,307.1**	**+ 3.5**
Disposers	**340.0**	**347.7**	− 2.2	724.7	724.6	—
Dishwashers — Total	287.0	259.1	+10.8	602.7	554.4	+ 8.7
Built-In	265.6	233.7	+13.7	557.9	504.0	+10.7
Portable	21.4	25.4	−15.8	44.8	50.4	−11.1
Compactors	11.9	11.7	− 1.7	25.8	28.2	− 8.5
FOOD PRESERVATION — TOTAL	**484.4**	**429.9**	**+12.7**	**1,022.5**	**976.8**	**+ 4.7**
Refrigerators	407.1	356.8	+14.1	855.4	794.0	+ 7.7
Freezers — Total	77.3	73.1	+ 5.6	167.0	182.6	− 8.6
Chest	40.9	36.8	+11.1	88.7	90.1	− 1.6
Upright	36.4	36.3	+ 0.3	78.3	92.7	−15.5
HOME COMFORT — TOTAL	**209.8**	**354.9**	**−40.9**	**351.5**	**603.1**	**−41.7**
Room Air Conditioners	174.9	276.6	−36.8	306.1	485.8	−37.0
Dehumidifiers	34.9	78.3	−55.4	45.4	117.4	−61.3
GAS RANGES***	**152.8**	**130.3**	**+17.3**	**301.2**	**258.3**	**+16.7**

Source: AHAM.

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The Marketing Magazine for Consumer Electronics and Major Appliance Retailing

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Big screen manufacturers project banner sales

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their [illegible]

for the [illegible]

Video Software Explosion

Like magic, new specialty videos come out of a hat

SUMMER CES PREVIEW

What's happening in Chicago?

June 1986
Vol. 28, No. 6

Dealerscope Merchandising

The Marketing Magazine for Consumer Electronics and Major Appliance Retailing

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Exclusive!

The Bare Facts Revealed

Poll of dealers across the land reveals their buying plans for the year.

EXPANSION into a variety of categories led by accessories (including tape), pre-recorded video, satellite TV systems, microwave ovens and services, such as extended warrenty contracts and financing is planned by retailers this year, according to an exclusive Dealerscope Merchandising survey.

The results, reflected in the responses of 900 dealers from across the country, provide insight into how the merchandising mix will change for the consumer electronics retailer in the year ahead. They also provide solid evidence of what the dealer will be looking for at this month's Summer Consumer Electronics Show in Chicago.

Topping the list of categories to be expanded are accessories and pre-recorded video, two of the industry's high profit areas. Out of 900 responses, 214 retailers, or 24 percent, said they would expand into accessories or add to their existing line of product. This finding reflects a trend by retailers to take seriously an accessory business which until two years ago was dominated by specialists and parts houses.

Another factor in accessories' strong showing involves changes in how the category is being marketed. Efforts by industry leaders to trim SKU requirements, upgrade packaging and point-of-purchase materials makes it easier for broad-based retailers to stock and merchandise the category.

The profitability of accessories also is a factor. Margins range from 30 percent to 50 percent on most items. When displayed near the point-of-sale area, several key items, including dust covers or head cleaners, become a quick and easy add-on sale with a VCR.

Finally, the consumer trend of combining an existing audio system with high fidelity or stereo VCR and stereo TV makes the accessory category all the more important. To keep pace with this development, retailers find it essential now to merchandise the various connectors and cables.

Pre-recorded video ranked number two in the survey, with 201 dealers (22 percent) planning to expand the category. The high showing reflects a move by broad-based retailers to capture a share of a booming market. By opening pre-recorded video departments, video hardware retailers are hoping to lure a steady stream of customers into their stores each week. It's an ideal way to keep the established clientele coming back and to attract new customers as well.

Several industry changes make pre-recorded video more attractive now than only one year ago. Sell-through is one and the proliferation of titles is another. Finally, some hit movies are available below the $30 price point and, in addition, how-to tapes are selling at $9.95. Consequently, hardware dealers see the best of all possible worlds evolving: a proliferation of categories and lower price points which, finally, are well within the reach of the mass market.

One-hundred-thirty-five respondents, or 15 percent, said they plan to expand with satellite TV systems this year. Despite a sharp drop in sales earlier this year, which followed HBO and Cinemax scrambling, retailers view the category as healthy long-term. Feeding this optimism is a shift to established electronics distribution firms, the penetration of suburbia, and to some extent, of urban markets as well.

Another promising development is the industry trend toward Ku-Band technology— meaning, for one thing, dishes which are more compact than the standard six- to 10-foot C-Band dish. While the programming for Ku-Band is developing slowly, manufacturers expect this technology to be popular in the suburban and urban markets. Major suppliers already are offering C-Band/Ku-Band compatible equipment.

The profitability of accessories is also a factor. Margins range from 30 percent to 50 percent.

Another strong growth area is services, including warranty contracts and financing. One-hundred-twenty dealers, or 13 percent, said they would expand in this area. Follow-up inquiries reveal that retailers are relying heavily on service contracts on audio and video hardware products to boost their bottom line. As key companies, such as Warrantech and Video Aid, expand their service to major appliances, appliance-TV retailers will have the opportunity to expand considerably this year.

Service contracts are selling well, regardless of store size. Large chains, for example, are relying heavily on contract sales to offset their advertised loss leaders. Smaller firms are savvy on this trend and have wasted no time in jumping on the bandwagon. There's good profit in service contracts, and everybody is going after that business.

The leading growth categories represent products which generally are less mature than the industry's bread-and-butter merchandise, such as color TV or audio systems and components. While the VCR has been in the market a comparatively short period (since 1979), the category gained maturity with remarkable speed over the past four years.

Video hardware, nonetheless, was cited as an expansion area by 88 dealers or about 10 percent. The responses did not indicate, however, if expansion plans involve camcorders, projection TV systems or other forms of video, such as the laser disc player or multi-channel TV sound tuner/adapters.

Microwave ovens continue as a strong growth category; 122 retailers or 13.5 percent indicated they will expand this area. Though a bestseller over the past five years, new oven sizes, new features and expanding applications keep microwave ovens high on consumers' wish list. Lower price points—well under $100, in some instances—continue to fuel the market. However, the top of the line is being strengthened by new applications, including convection cooking and browning capability, electronic touch controls, programmability and designer colors.

Collectively, mobile electronics makes a strong showing. Eighty-seven retailers (10 percent) said they will expand car stereo; 78 (nine percent) will expand radar detectors and 53 (six percent) will add security products. Combining the three product categories would make mobile electronics the major expansion category; a total of 218 dealers, or 24 percent, have expansion plans this year for these categories.

This suggests that autosound retailers will broaden their business auto-related categories; they see good mileage ahead with radar dectors and security systems. It also shows confidence in the autosound aftermarket. At a time when automakers are shipping new cars with stereo systems already installed, some industry sources speculated that the aftermarket for car stereo would be curtailed. Retailers, apparently, are more optimistic. ☐

News from NARDA

by Jules Steinberg

PROSPECTIVE customers, or individuals who are already shopping for the products your store sells, are lured by low-price advertising. Much as we might wish it to be otherwise, "low ball" promotional items do have their place in successful retail merchandising plans, but it doesn't follow that, because you have that low-end, less-featured, less-profitable model available, you must sell it.

Of course, to avoid any semblance of false and misleading advertising, you've got to stock whatever you promote, and, if the prospect insists, sell it. However, a well-trained salesperson should be capable of "stepping" the customer from the piece which first attracted him to one which better fulfills his needs.

The advertised model is out front: its attractive price prominently displayed. Close by, usually next to it, however, is the top-of-the-line version with point-of-purchase material trumpeting its far superior features. This side-by-side comparison makes it all too obvious which of the two is the "cheapest" and which represents the greater value. Still, the plan does not end here.

Farther down the line sits what is called the "step" model. It's priced somewhere between the other two, and, although lacking all the "bells and whistles" of the fully-featured version, it represents better overall value than the item which attracted the prospect in the first place.

Given this product setup, the competent salesperson can easily point out, and even demonstrate to the consumer the advantages of purchasing the top of the line.

If, however, the salesperson meets resistance at the higher price point, there is the possibility of falling back to the "step" price.

"Step selling", for the salesperson with full product knowledge, is an easy, natural way to a sales close. It is a good idea to discuss the technique at in-store sales meetings with members of the team actually practicing on each other the words they will use in moving the customer off that "Adv" model. Once the staff gets over being self-conscious "acting" in front of the group, the practice might be fun. It certainly can be profitable for all concerned. ☐

STAT WATCH

TOTAL U.S. MARKET STATISTICS
Sales to Retailers
March 1986 vs. March 1985
(In Units)

	March 1986	March 1985	Percent Change	Year-to-date 1986	Year-to-date 1985	Percent Change
TELEVISION						
Color	1,604,668	1,847,737	–13.2	4,205,799	3,986,425	+ 5.5
Monochrome	244,891	425,198	–42.4	847,858	847,385	+ 0.1
TOTAL TV*	**1,849,559**	**2,272,935**	**–18.6**	**5,053,657**	**4,833,810**	**+ 4.5**
Projection TV	22,872	24,180	– 5.4	71,948	54,495	+32.0
Home VCR	1,030,373	1,212,710	–15.0	2,907,134	2,601,496	+11.7
Camcorders**	57,111	NA	NA	171,067	NA	NA
Color Video Cameras	10,034	51,798	–80.6	28,496	116,043	–75.4

Information contained in this release reflects total market statistics for products produced and/or sold in the United States regardless of the brand name or country of origin.

*Excludes projection television

**Included in Home VCR

Source: Electronics Industries Association Consumer Electronics Group.

PEOPLE ON THE MOVE

John Gooley former managing director of NARDA's National Association of Service Dealers, has been named Man of the Year. Gooley who joined the staff 22 years ago, was the guiding force behind NARDA's School of Service Management and designed the Service Data System, a computerized measurement of the effectiveness of a shop's service technicians.

Gooley

Buchholz

Whirlpool Acceptance Corp. has named **Walter H. Buchholz** staff VP of field operations.

The following officers of the Gas Appliance Manufacturers Association were elected product division chairmen for the 1986-87 term. Burner division: **John C. Bailey**, VP, energy products, Honeywell Inc.; Control division: **Herbert G. Ray**, marketing manager, Hamilton Standard Controls, Inc.; Direct heating division: **Bobby D. Vincent**, VP, engineering, Suburban Manufacturing Co.; Domestic Gas Range division: **Raymond J. Dowling**, president, Caloric Corp.; Food service equipment: **Clement J. Luebke**, VP, Welbilt Corp.

STAT WATCH

MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
March, 1986

	March 1986	March 1985	Percent Change	Calendar Year to Date 1986	1986	Percent Change
ALL MAJOR APPLIANCES	**3,466.5**	**3,908.4**	**−11.3**	**10,254.7**	**10,244.8**	**+ 0.1**
COOKING — TOTAL	**1,095.1**	**1,344.0**	**−18.5**	**3,575.9**	**3,243.4**	**+10.3**
Electric Ranges — Total	240.0	240.9	− 0.4	759.0	714.3	+ 6.3
Free Standing	192.6	195.1	− 1.3	620.4	579.0	+ 7.2
Built-In	47.4	45.8	+ 3.5	138.7	135.3	+ 2.5
Microwave Ovens/Ranges	870.1	1,119.8	−22.3	2,861.4	2,576.3	+11.1
HOME LAUNDRY — TOTAL	**721.6**	**714.7**	**+ 1.0**	[illegible]	**2,264.6**	**+ 1.4**
Automatic Washers	407.7	424.8	− 4.0	1,296.3	1,291.5	+ 0.4
Dryers — Total	313.9	289.9	+ 8.3	998.9	973.1	+ 2.7
Electric	244.9	229.7	+ 6.6	779.2	764.2	+ 2.0
Gas	69.1	60.2	+14.8	219.7	208.9	+ 5.2
KITCHEN CLEAN UP — TOTAL	**649.4**	**673.5**	**− 3.6**	**2,003.5**	**1,980.6**	**+ 1.5**
Disposers	**339.3**	**377.6**	−10.1	1,063.9	1,102.2	− 3.5
Dishwashers — Total	295.2	283.5	+ 4.1	901.1	837.9	+ 7.5
Built-In	278.5	266.5	+ 4.5	839.5	770.4	+ 9.0
Portable	16.7	17.0	− 1.8	61.5	67.5	− 8.9
Compactors	15.0	12.4	+21.0	44.5	40.5	+ 9.9
FOOD PRESERVATION — TOTAL	**499.6**	**533.5**	**− 6.4**	**1,522.1**	**1,510.3**	**+ 0.8**
Refrigerators	419.1	447.9	− 6.4	1,274.5	1,241.9	+ 2.6
Freezers — Total	80.5	85.6	− 6.0	247.5	268.4	− 7.8
Chest	45.0	48.5	− 7.2	133.7	138.6	− 3.5
Upright	35.5	37.2	− 4.6	113.8	129.8	−12.3
HOME COMFORT — TOTAL	**500.8**	**642.7**	**−22.1**	**852.2**	**1,245.8**	**−31.6**
Room Air Conditioners	421.6	530.2	−20.5	727.8	1,016.0	−28.4
Dehumidifiers	79.1	112.4	−29.6	124.4	229.8	−45.9
GAS RANGES	**166.9**	**164.1**	**+ 1.7**	**464.8**	**422.4**	**+10.0**

Source: AHAM.

July 1986/$7.00

Dealerscope Merchandising

The Marketing Magazine for Consumer Electronics and Major Appliance Retailing

Outdoor Advertising: Making It Work Big For Retailers

Major Appliances —The Cat's Meow:

25 Tips on
How to Sell Built-ins

Tips on sources,
site selections,
cost efficiencies

ELECTRONICS MERCHANDISING
ADVERTISING • PROMOTION • PUBLICITY

Wonderland Sale

Repeat Customers!

Stereo Trade Up

Satellite Savvy

Tune In Supplier Promos:

Creative
tie-ins
can
mean
money

HEARD AT CES

PRODUCTS
PROGRAMS
PEOPLE
ADVERTISING
SHOW IN PRINT

July 1986
Vol. 28, No. 7

Dealerscope Merchandising

The Marketing Magazine for Consumer Electronics and Major Appliance Retailing

BASEBALL
MOVIES NOW AVAILABLE ON 8mm VIDEO CASSETTES

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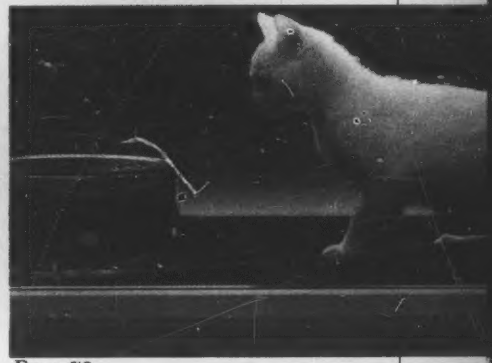

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PEOPLE ON THE MOVE

Prism Entertainment has announced four new appointments: **Sandra Embrey**, director of marketing; **Steven Ades**, director of video collection; **Tim Palen**, manager of creative services; **Ernie Ferrari**, eastern regional sales manager; **Stacy Mangum**, creative director.

Embrey

Mangum

Recent departures connected to restructuring at Quasar include **Anthony Mirabelli**, general manager, **Robert Wiles**, independent distribution general manager.

William Mapes joins Adventureland Video as VP and chief operating officer.

Clarion Corp. of America names **Michael Cresci** product manager.

Microprose Software Inc. appointed **William S. Fitts** VP of sales.

BASF Corp. announced five new appointments: **John Schattin**, national accounts manager, superstores and buying groups; **George Dzan**, national accounts manager, mass merchants, catalog showrooms, drug chains; **David Rosato**, eastern regional manager; **Don Sebusch**, southern regional manager; **Stephen Pigg**, midwestern regional manager.

Schattin

Dzan

Sebusch

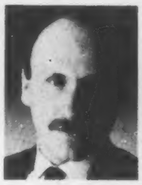
Pigg

Richard H. Blaustein has left The KIS Corporation in Somerset, NJ to assume a senior position with the parent KIS, S.A. based in Grenoble, France.

Bruce Friesen named director of marketing, peripherals for the Information Systems Division of Toshiba America, Inc.

The Benjamin Co. named **Mark Reitman** VP of the Video Division.

Walt Disney Home Video promoted: **Richard Fried** to VP of video marketing; **Richard G. Longwell** VP of domestic home video sales; **Ann Daly** and **Robyn Miller** to director of marketing.


Fried

Longwell

Don Coley named product manager of home audio at Bose Corp.

STAT WATCH

TOTAL U.S. MARKET STATISTICS
Sales to Retailers
April 1986 vs. April 1985
(In Units)

	April 1986	April 1985	Percent Change	Year-to-date 1986	Year-to-date 1985	Percent Change
TELEVISION						
Color	1,145,213	1,109,571	+ 3.2	5,351,012	5,095,996	+ 5.0
Monochrome	284,781	244,763	+ 16.3	1,132,639	1,092,148	+ 3.7
TOTAL TV*	**1,429,994**	**1,354,334**	**+ 5.6**	**6,483,651**	**6,188,144**	**+ 4.8**
Projection TV	18,212	15,363	+ 18.5	90,158	69,858	+ 29.1
Home VCR	884,783	702,961	+ 25.9	3,791,917	3,304,457	+ 14.8
Camcorders**	52,956	NA	NA	224,023	NA	NA
Color Video Cameras	8,075	31,585	– 74.4	36,571	147,628	– 75.2

Information contained in this release reflects total market statistics for products produced and/or sold in the United States regardless of the brand name or country of origin.

*Excludes projection television
**Included in Home VCR
Source: Electronics Industries Association Consumer Electronics Group.

← Circle 20 on Info Card

PEOPLE ON THE MOVE

Jerry Cope has been appointed appliance group VP of sales and marketing for Roper Corp.

White Consolidated Industries has named **Donald Gerber** president of Belding Products Co., a division of its Consumer Products Group.

Roger Able has been promoted to southeast division sales manager of Speed Queen.

Gerber

Able

Glenn Olinger, president of Whirlpool Corp.'s KitchenAid Division, and **Robert J. Collins-Wright**, chairman of the board, president and CEO of Inglis Ltd., were each elected a vice president of Whirlpool Corp.

William Friend has been promoted to regional director, southwest branch sales.

Maytag has named **James Kirwan** manager of industrial engineering.

Olinger

Kirwan

STAT WATCH

MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
April, 1986

	April 1986	April 1985	Percent Change	Calendar Year to Date		Percent Change
				1986	1985	
ALL MAJOR APPLIANCES	**3,748.8**	**3,512.5**	**+ 6.7**	**14,010.8**	**13,761.5**	**+ 1.8**
COOKING — TOTAL	**1,129.6**	**1,059.9**	**+ 6.6**	**4,705.5**	**4,305.1**	**+ 9.3**
Electric Ranges — Total	265.6	251.2	+ 5.7	1,024.7	967.5	+ 5.9
Free Standing	218.2	205.7	+ 6.1	838.6	786.1	+ 6.7
Built-In	47.4	45.6	+ 4.0	186.1	181.4	+ 2.6
Microwave Ovens/Ranges	879.3	826.6	+ 6.4	3,740.7	3,402.9	+ 9.9
HOME LAUNDRY — TOTAL	**771.5**	**697.7**	**+10.6**	**3,066.7**	**2,961.2**	**+ 3.6**
Automatic Washers	446.2	411.5	+ 8.4	1,742.4	1,703.1	+ 2.3
Dryers — Total	325.4	286.1	+13.7	1,324.3	1,258.2	+ 5.3
Electric	257.3	225.2	+14.3	1,036.5	988.3	+ 4.9
Gas	68.1	61.0	+11.6	287.8	269.8	+ 6.7
KITCHEN CLEAN UP — TOTAL	**653.2**	**563.9**	**+15.8**	**2,668.7**	**2,544.5**	**+ 4.9**
Disposers	300.5	275.3	+ 9.2	1,370.5	1,377.5	− 0.5
Dishwashers — Total	336.7	276.0	+22.0	1,237.7	1,113.9	+11.1
Built-In	319.7	258.4	+23.7	1,159.2	1,028.9	+12.7
Portable	17.0	17.6	− 3.4	78.5	85.0	− 7.7
Compactors	16.0	12.6	+27.0	60.5	53.1	+ 13.9
FOOD PRESERVATION — TOTAL	**648.1**	**561.9**	**+15.3**	**2,170.0**	**2,072.4**	**+ 4.7**
Refrigerators	549.4	471.8	+16.5	1,823.9	1,713.7	+ 6.4
Freezers — Total	98.7	90.1	+ 9.5	346.1	358.7	− 3.5
Chest	53.2	45.1	+18.0	186.6	183.9	+ 1.5
Upright	45.5	45.0	+ 1.1	159.5	174.9	− 8.8
HOME COMFORT — TOTAL	**546.4**	**629.2**	**−13.2**	**1,399.9**	**1,878.2**	**−25.5**
Room Air Conditioners	456.3	523.8	−12.9	1,185.3	1,543.1	−23.2
Dehumidifiers	90.0	105.3	−14.5	214.5	335.1	−36.0
GAS RANGES	**143.6**	**125.4**	**+14.5**	**608.2**	**547.8**	**+11.0**

Source: AHAM.

August 1986/$7.00

Dealerscope Merchandising

The Marketing Magazine for Consumer Electronics and Major Appliance Retailing

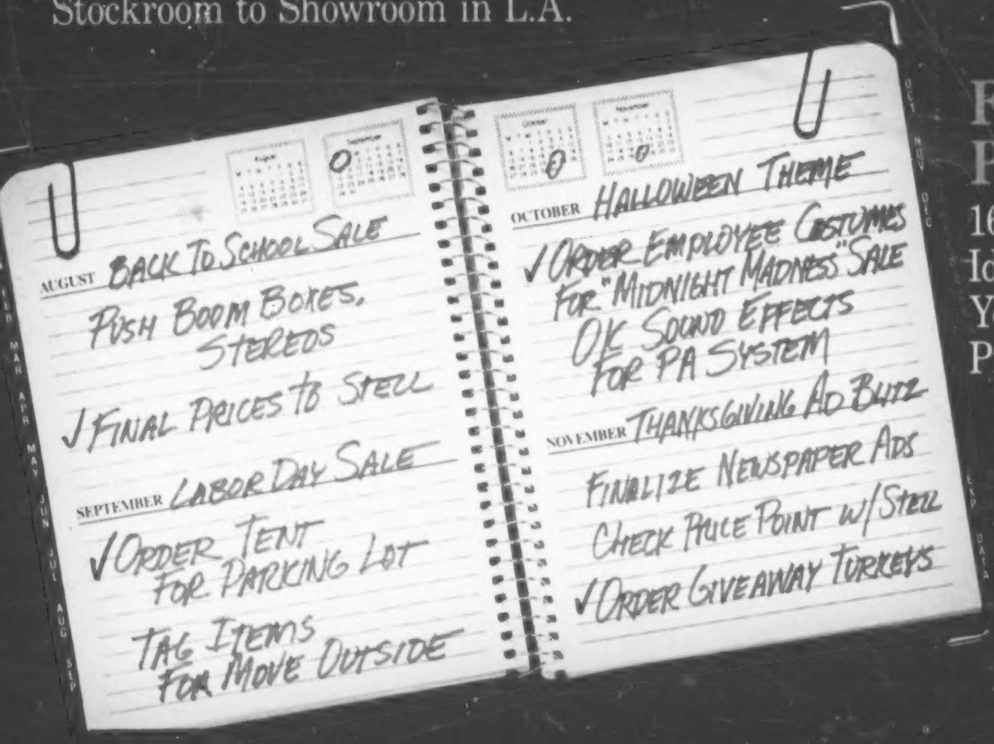
Appliance Sale Revival

Ley Brothers Breathe Life into Old Stores

Speed's
TV & APPLIANCES
APPLIANCE PARTS
AND
SERVICE CENTER
Speed's

Video Display Trends

Castles for Kids in Omaha; Stockroom to Showroom in L.A.


AUGUST BACK TO SCHOOL SALE
PUSH BOOM BOXES, STEREOS
✓ FINAL PRICES TO STELL
SEPTEMBER LABOR DAY SALE
✓ ORDER TENT FOR PARKING LOT
TAG ITEMS FOR MOVE OUTSIDE
OCTOBER HALLOWEEN THEME
✓ ORDER EMPLOYEE COSTUMES FOR "MIDNIGHT MADNESS" SALE
OK SOUND EFFECTS FOR PA SYSTEM
NOVEMBER THANKSGIVING AD BLITZ
FINALIZE NEWSPAPER ADS
CHECK PRICE POINT W/ STELL
✓ ORDER GIVEAWAY TURKEYS
MAR APR MAY JUN JUL AUG SEP
OCT NOV DEC
EXP DATA

Fall Promo Planner

16 Dynamite Ideas for Year-End Promotions

August 1986
Vol. 28, No. 8

Dealerscope Merchandising

The Marketing Magazine for Consumer Electronics and Major Appliance Retailing

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PEOPLE ON THE MOVE

John F. Doyle has retired as chairman of the board of Pioneer Electronics (USA) Inc.

Robert F. Pierce has been named to the newly created position of director of marketing/video products at Ricoh Corp.

Citizen names **Jim Ristow** national sales manager, Consumer Products group.

Kevin Sullivan, regional VP, named VP, sales, Audio/Video Group for Mitsubishi Electric Sales America, Inc. (MESA).

Clarion Corp. taps **Larry Carpenter**, ex-national sales manager, Sony autosound, as VP.

In reorganization at Alpine, **Reese Haggott**, exec VP, becomes consultant. **Jim Sala**, national advertising manager, and **Matthew Rounds**, national sales manager, leave company. And **David Black** promoted from VP, product planning to VP, marketing.

Nicholas Santrizos resigns as president of Thorn EMI/HBO Video and plans to remain in home video.

David Brown has resigned as CBS/Fox marketing VP to head VMax Inc./Vidmax (Canada).

Ron Fair has resigned as Brother Intl. president; T. Yasui, company veteran, named as replacement.

Warrantech names **Jerry Weinstein** VP, sales and marketing.

Anthony Mirabelli, ex-general manager, Quasar, appointed VP, marketing, audio/video, NEC.

Distributor B.A. Pargh promotes **David Seifert** to senior VP.

Seifert

Dion

Michael Dion named national sales manager at ORA Electronics.

Desarae Mueller, formerly with Great Plains Stereo & TV, has joined Applause Video as merchandise coordinator.

Kaypro Corp. has selected **John Purner** VP, sales.

Peter Pirner has been named president of Media Home Entertainment. **Janice Whiffen** has been appointed VP, sales.

William J. Purdy Co. has been chosen as manufacturer's representative of northern California and northern Nevada for Shakespeare CB antennas and accessories.

Jim Oblak has been appointed director of marketing for Phone-Mate, Inc.

Meridian Entertainment has named **E.B. Goldman** VP, finance, **Merril Goldman** operations manager and **Victoria Quinn-Stephens** director, corporate communications.

STAT WATCH

TOTAL U.S. MARKET STATISTICS

Sales to Retailers

May 1986 vs. May 1985

(In Units)

	May 1986	May 1985	Percent Change	Year-to-date 1986	Year-to-date 1985	Percent Change
TELEVISION						
Color	1,191,683	1,028,118	+15.9	6,542,685	6,124,114	+ 6.8
Monochrome	229,068	249,782	− 8.3	1,361,707	1,341,930	+ 1.5
TOTAL TV*	**1,420,741**	**1,277,900**	**+11.2**	**7,904,392**	**7,466,044**	**+ 5.9**
Projection TV	17,104	13,888	+23.2	107,262	83,746	+28.1
Home VCR	871,552	662,972	+31.5	4,663,469	3,967,429	+17.5
Camcorders**	65,142	NA	NA	289,165	NA	NA
Color Video Cameras	6,689	24,780	−73.0	43,260	172,408	−74.9

Information contained in this release reflects total market statistics for products produced and/or sold in the United States regardless of the brand name or country of origin.

*Excludes projection television

**Included in Home VCR

Source: Electronics Industries Association Consumer Electronics Group.

PEOPLE ON THE MOVE

Charles Schmidt has been elected senior VP and group executive, Raytheon Co. to direct the company's home appliance business, which includes Amana, Caloric and Speed Queen.

As a result of the merger of Magic Chef into The Maytag Co., **Leonard Hadley**, former Maytag VP, corporate planning, has been named president of the new Maytag appliance division and **John R. Green Jr.**, president and chief operating officer of Magic Chef, has left the company.

Ward Smith, chairman of White Consolidated Industries, a wholly owned subsidiary of A.B. Electrolux, has left the company. **Anders Scharp**, president of the Electrolux Group in Sweden, succeeds him as chairman. **Hal Schafer** heads WCI's Major Appliance Group brand-name sales and marketing, and **Vincent Chiarucci** is named president of WCI's Home Comfort Group, according to **James Ringler**, president, WCI Major Appliance Group.

KitchenAid recently chose **Dan Segal**, service manager for Leck Industries, Ltd. (Woodbury, NY), as top distributor service manager for 1985.

John Lomacz has been named general manager of Thermador/Waste King's California sales branch. **Dan Moore** will work with Lomacz as California field sales manager.

Whirlpool names **Richard Litzinger** division VP, international operations.

STAT WATCH

MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS

(Domestic Plus Export)

May, 1986

	May 1986	May 1985	Percent Change	Calendar Year to Date 1986	1985	Percent Change
ALL MAJOR APPLIANCES	3,908.7	4,182.0	− 6.5	17,925.4	17,943.5	− 0.1
COOKING — TOTAL	**1,294.0**	**1,297.7**	**− 0.3**	**6,000.8**	**5,602.9**	**+ 7.1**
Electric Ranges — Total	257.4	260.5	− 1.2	1,283.3	1,228.0	+ 4.5
Free Standing	213.1	213.4	− 0.1	1,051.9	999.5	+ 5.2
Built-In	44.3	47.1	− 5.9	231.4	228.5	+ 1.3
Microwave Ovens/Ranges	1,051.0	1,055.7	− 0.5	4,791.7	4,458.5	+ 7.5
HOME LAUNDRY — TOTAL	**767.9**	**775.0**	**− 0.9**	**3,834.6**	**3,736.2**	**+ 2.6**
Automatic Washers	459.0	467.9	− 1.9	2,201.5	2,171.0	+ 1.4
Dryers — Total	308.9	307.1	+ 0.6	1,633.1	1,565.2	+ 4.3
Electric	243.6	245.9	− 0.9	1,280.1	1,234.2	+ 3.7
Gas	65.2	61.2	+ 6.5	353.0	331.0	+ 6.7
KITCHEN CLEAN UP — TOTAL	**637.0**	**664.1**	**− 4.1**	**3,305.7**	**3,208.6**	**+ 3.0**
Disposers	317.8	360.1	−11.8	1,688.4	1,737.6	− 2.8
Dishwashers — Total	301.1	285.5	+ 5.5	1,538.9	1,399.4	+10.0
Built-In	283.8	268.5	+ 5.7	1,443.0	1,297.4	+11.2
Portable	17.3	17.0	+ 1.8	95.9	102.0	− 6.0
Compactors	18.0	18.5	− 2.7	78.4	71.7	+ 9.3
FOOD PRESERVATION — TOTAL	**675.9**	**676.2**	**—**	**2,846.0**	**2,748.5**	**+ 3.6**
Refrigerators	569.7	563.9	+ 1.0	2,393.6	2,277.5	+ 5.1
Freezers — Total	106.3	112.3	− 5.3	452.4	471.0	− 4.0
Chest	58.6	59.5	− 1.5	245.2	243.3	+ 0.8
Upright	47.7	52.8	− 9.7	207.2	227.7	− 9.0
HOME COMFORT — TOTAL	**533.8**	**769.1**	**−30.6**	**1,938.4**	**2,647.3**	**−26.8**
Room Air Conditioners	451.4	632.4	−28.6	1,636.7	2,175.5	−24.8
Dehumidifiers	82.4	136.7	−39.7	301.6	471.8	−36.1
GAS RANGES	**147.9**	**143.4**	**+ 3.1**	**759.0**	**691.2**	**+ 9.8**

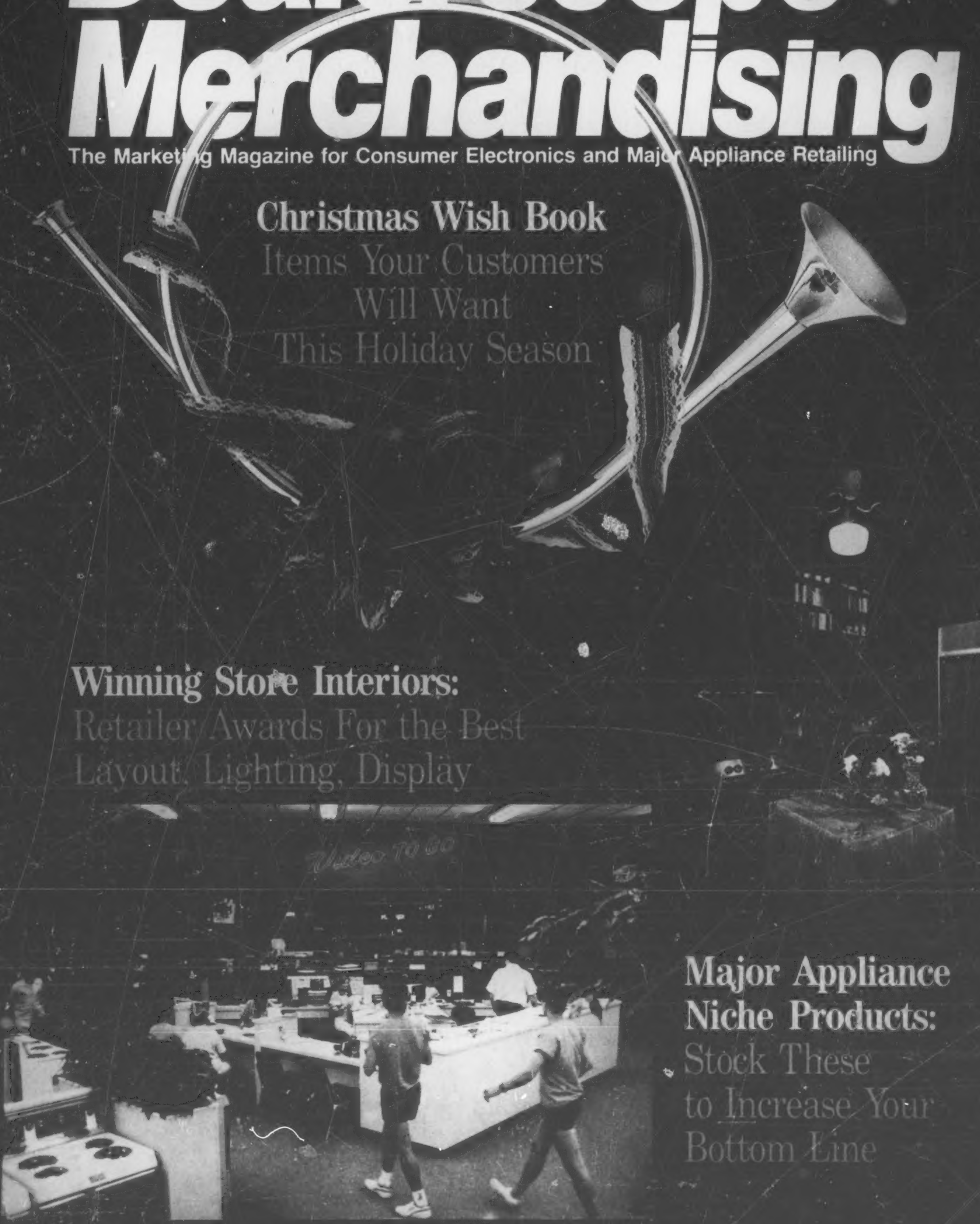
Source: AHAM

C 6740-1-P

September 1986/$7.00

Dealerscope Merchandising

The Marketing Magazine for Consumer Electronics and Major Appliance Retailing



Christmas Wish Book

Items Your Customers
Will Want
This Holiday Season

Winning Store Interiors:

Retailer Awards For the Best
Layout, Lighting, Display

Major Appliance Niche Products:

Stock These
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Bottom Line

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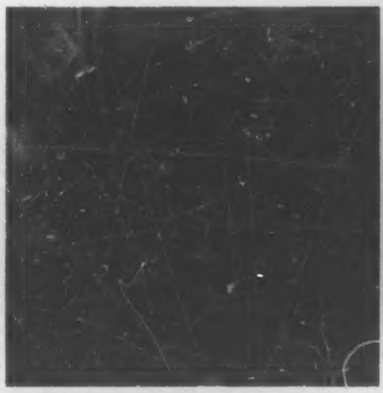

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VIDEO

A RECENT study links VCR ownership to youth and affluence, suggesting that the mature market remains virtually untapped. Both points will be important as retailers plan their merchandising and advertising for the important fourth quarter.

Findings of the National Demographics & Lifestyles study reveals VCR owners are predominantly 25-44 years of age with household incomes of $40,000 or more.

To put those statistics in perspective, 51 percent of all Americans are 45 or over and have an average household income of $28,945, according to the 1985 Statistical Abstract, published by the U.S. Census Bureau.

The NDL study is based on a sample of over 20,000 VCR households. It also shows that VCR owners have a range of interests that are much broader than average. For example, twice as many VCR owners indicate 10 or more leisure interests, compared to non-VCR owners who list that many.

The over-45 market remains largely untapped, however. According to the study, VCR ownership starts falling off with the 45-54 age group. It declines even more steeply among the 55-64 age group and comes down to very little among people 65 and over.

The most developed markets are on the east and west coasts, with midwest areas along the Mississippi, showing the strongest growth. Penetration for major markets above the national average of 25 percent, according to NDL, is: Las Vegas, NV (36 percent), Anchorage, AL (35 percent), New York (34 percent), Chicago and Honolulu (33 percent), Phoenix, AZ and Houston (29 percent), and Los Angeles (28 percent). Major markets substantially below the average include: Omaha, NB and West Palm Beach, FL (20 percent), Buffalo, NY (19 percent), Columbus and Pittsburgh (17 percent), and Des Moines (15 percent).

The over-45 market remains largely untapped . . . VCR ownership starts falling off with the 45-54 age group. It declines more among the 55-64 age group.

While typical VCR owners are younger, more affluent and more apt to have children under 10, they may have little or no bearing on the composition of the local market of a video retailer. To illustrate that point, NDL made a comparison of three regionally representative markets—Chicago, Miami and Phoenix, AZ—and concludes there are dramatic differences in customer lifestyles from region to region.

"Geography plays a major role in determining lifestyle characteristics," explains W. Mitchell Barnes, NDL's marketing vice president. For example, in a "Mountain Metropolis" store, camping and hiking, fishing, wildlife, recreation vehicles and CB radios ranked high among personal interests. In a "Flatland City" store the top interests were home workshop, health foods, physical fitness, photography and science fiction.

Lifestyles also were found to vary from store to store in the same city, even when demographics are similar. In one case, two stores had married home owners with children at home as customers. For both stores customer income averaged $30,000- $40,000 and ages were 40-50. One store's customers were interested mostly in foreign travel, books and collectibles, while the other store's customers were interested in tennis, running and jogging, boating and sailing, and skiing.

Based on these findings, NDL's Barnes suggests that retailers require merchandising and advertising plans that reflect an understanding of each store's individual customers. ☐

1985 VCR PENETRATION

	INCOME ($ THOUSANDS)								
	<	$10-14	$15-19	$20-24	$25-29	$30-34	$35-39	$40-50	$50 +
AGE									
25-34	20.8	27.0	26.4	30.7	32.5	35.1	36.7	39.6	42.2
35-44	17.8	21.0	24.3	25.9	30.0	32.3	33.0	35.7	39.7
45-54	12.6	11.2	16.6	18.7	19.8	25.0	24.4	28.3	30.9
55-64	6.0	8.4	10.7	13.7	14.5	17.4	19.6	21.8	25.9
65 +	2.7	4.1	6.3	8.4	10.2	12.3	16.9	14.9	16.2

All figures are for head of household
Source: The Lifestyle Census© National Demographics & Lifestyles

PEOPLE ON THE MOVE

Miller

Widlicka

Richard Miller, former RCA consumer products and entertainment executive VP, named senior VP/consumer electronics business at at General Electric. Reporting to Miller will be **Jacques Robinson**, VP and general manager of GE's consumer electronics business, and **Jack Sauter**, RCA group VP, consumer electronics and video components.

John Widlicka, formerly senior VP of marketing and consumer product sales at Commodore, appointed general manager of Sharp Electronics Corp.'s new personal office equipment division. **Roy Goldschmidt** also joins Sharp as national marketing manager of consumer audio.

Goldschmidt

Thomson

Jim Silverman, president of Continental Video, resigns to pursue other business interests.

Michael Golacinski, national sales manager, promoted to vice president, consumer sales division, Maxell Corp. of America. Also promoted and reporting to Golacinski are **Gerry Ghinelli** to consumer products marketing manager, a new position, **Bob Falco** to audio product manager, **Bob Huntemann** to central area sales manager and **Steve Levine** to western area manager.

Kenneth Thomson named VP and general manager of Discwasher, a division of International Jensen. **Edward Maty** appointed national sales manager and **Dan Peters**, promotion manager.

Ralston Purina Co. names **J. Patrick Mulcahy** chairman and CEO of its Eveready Battery Co. subsidiary.

M.L. Hong replaces **M.T. Hong** as Proton president and **Keith McCarthy** is named national products manager.

Alan Walter joins NAP Consumer Electronics as portable audio division marketing director.

Koss Corp. promotes **Michael Koss** to executive VP, **John Koss, Jr.** to VP/sales, and **Donald Wagner** to VP/marketing.

Elliot Kane appointed director of marketing, Rabbit Software Corp.

Luxor appoints **Craig Chambers**, VP, sales and marketing and **Robert McGuinness**, CPA, VP finance and administration.

Thomas Lawrence named VP/sales and marketing of Jasco Products Co. and **Paul Leach**, central regional sales manager.

Kloss appoints **Peter Welikoff** VP/marketing and sales.

STAT WATCH

TOTAL U.S. MARKET STATISTICS
Sales to Retailers
June 1986 vs. June 1985
(In Units)

	June 1986	June 1985	Percent Change	Year-to-date 1986	Year-to-date 1985	Percent Change
TELEVISION						
Color	1,570,756	1,500,580	+ 4.7	8,113,441	7,624,694	+ 6.4
Monochrome	383,249	342,973	+11.7	1,744,956	1,684,903	+ 3.6
TOTAL TV*	**1,954,005**	**1,843,553**	**+ 6.0**	**9,858,397**	**9,309,597**	**+ 5.9**
Projection TV	17,558	19,704	–10.9	124,820	103,450	+20.7
Home VCR	1,053,093	907,746	+16.0	5,716,562	4,875,175	+17.3
Camcorders**	101,764	NA	NA	390,929	82,543	+373.6

Information contained in this release reflects total market statistics for products produced and/or sold in the United States regardless of the brand name or country of origin.

*Excludes projection television

**Included in Home VCR

Source: Electronics Industries Association Consumer Electronics Group.

PEOPLE ON THE MOVE

Panasonic's Home Appliance Group appoints **Ian Brydon** national sales manager, major appliances.

Welbilt Corp. names **Charles Brown** group VP of the company's Garland Group.

Carl Freckelton becomes executive VP/CEO of ABC Warehouse Appliances.

Amana names **Charles Peters** VP, corporate strategy and **Laura Hahn**, general counsel.

Brydon

Irwin

Maytag announces several promotions: **Robert Faust**, VP, manufacturing; **Gregory Irwin**, VP, labor relations; **John Tolson**, VP, controller.

Whirlpool Kitchens, Inc. a wholly owned subisidiary of Whirlpool Corp. appoints **Charles Gustafson**, VP, sales and marketing, Mastercraft Division; **Robert Russell**, VP, sales and marketing, St. Charles Division; and **Joseph Rojas**, VP, manufacturing.

Russell

Forte

Sharp Electronics Corp.'s Appliance Division name **Karen Forte** new product specialist.

STAT WATCH

MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
June, 1986

	June 1986	June 1985	Percent Change	Calendar Year to Date 1986	Calendar Year to Date 1985	Percent Change
ALL MAJOR APPLIANCES	**4,089.8**	**3,830.6**	**+ 6.8**	**22,015.2**	**21,744.1**	**+ 1.1**
COOKING — TOTAL	**1,187.5**	**1,106.9**	**+ 7.3**	**7,188.3**	**6,709.7**	**+ 7.1**
Electric Ranges — Total	300.9	269.6	+11.6	1,584.2	1,497.6	+ 5.8
Free Standing	247.2	219.4	+12.7	1,299.1	1,218.9	+ 6.6
Built-In	53.7	50.2	+ 7.0	285.1	278.7	+ 2.3
Microwave Ovens/Ranges	902.9	855.1	+ 5.6	5,694.6	5,313.6	+ 7.2
HOME LAUNDRY — TOTAL	**817.1**	**781.7**	**+ 4.5**	**4,651.7**	**4,517.9**	**+ 3.0**
Automatic Washers	493.5	462.5	+ 6.7	2,694.9	2,633.5	+ 2.3
Dryers — Total	323.6	319.1	+ 1.4	1,956.7	1,884.4	+ 3.8
Electric	254.8	255.5	– 0.3	1,534.9	1,489.7	+ 3.0
Gas	68.8	63.6	+ 8.2	421.8	394.6	+ 6.9
KITCHEN CLEAN UP — TOTAL	**743.6**	**692.0**	**+ 7.5**	**4,049.4**	**3,900.6**	**+ 3.8**
Disposers	409.8	355.3	+15.3	2,098.2	2,092.8	+ 0.3
Dishwashers — Total	317.1	322.5	– 1.7	1,856.0	1,721.9	+ 7.8
Built-In	299.0	303.2	– 1.4	1,742.0	1,600.6	+ 8.8
Portable	18.1	19.3	– 6.2	114.0	121.3	– 6.0
Compactors	16.7	14.2	+17.6	95.2	85.8	+11.0
FOOD PRESERVATION — TOTAL	**831.1**	**783.9**	**+ 6.0**	**3,677.1**	**3,532.4**	**+ 4.1**
Refrigerators	691.5	647.5	+ 6.8	3,085.0	2,925.0	+ 5.5
Freezers — Total	139.7	136.4	+ 2.4	592.0	607.4	– 2.5
Chest	76.2	74.3	+ 2.6	321.4	317.6	+ 1.2
Upright	63.4	62.1	+ 2.1	270.6	289.8	– 6.6
HOME COMFORT — TOTAL	**510.5**	**466.2**	**+ 9.5**	**2,448.8**	**3,113.5**	**–21.4**
Room Air Conditioners	426.9	415.6	+ 2.7	2,063.7	2,591.1	–20.4
Dehumidifiers	83.6	50.6	+65.2	385.1	522.3	–26.3
GAS RANGES	**186.1**	**174.1**	**+ 6.9**	**949.6**	**865.3**	**+ 9.7**

Source: AHAM

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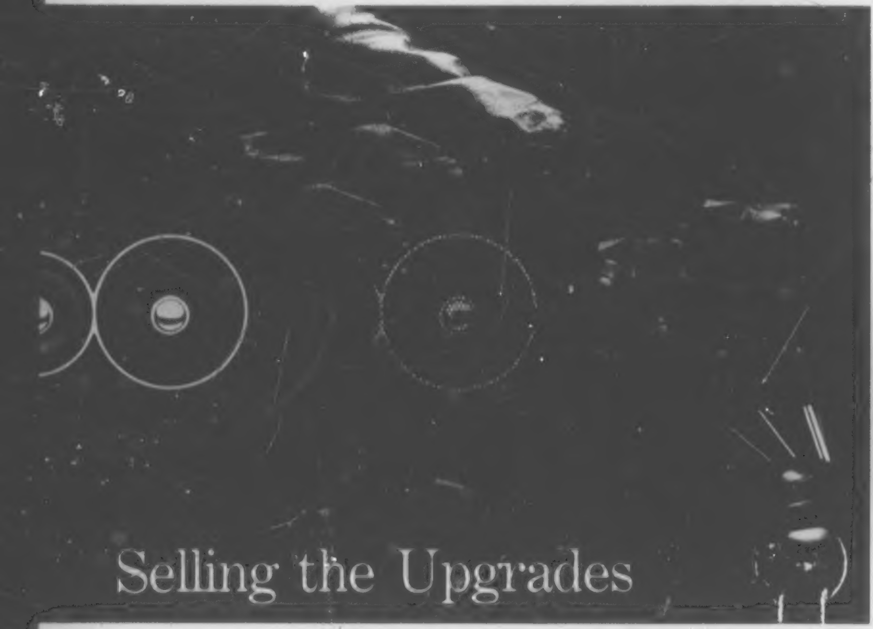
Dealerscope Merchandising

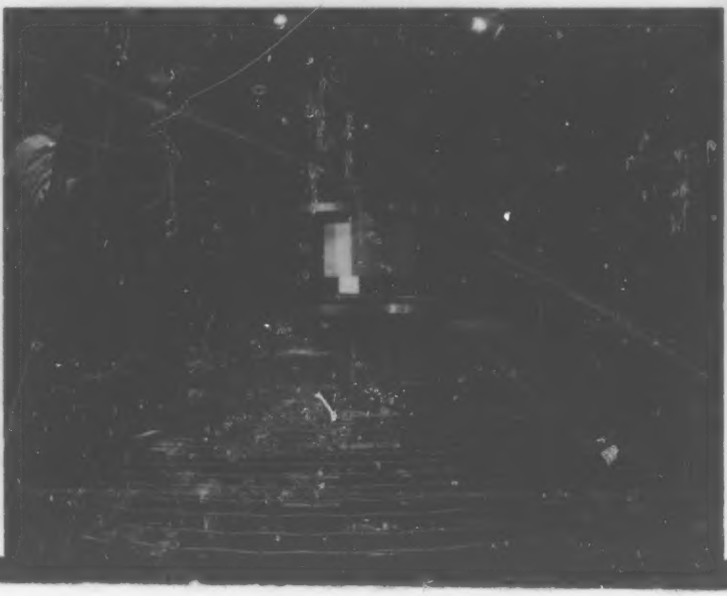
The Marketing Magazine for Consumer Electronics and Major Appliance Retailing

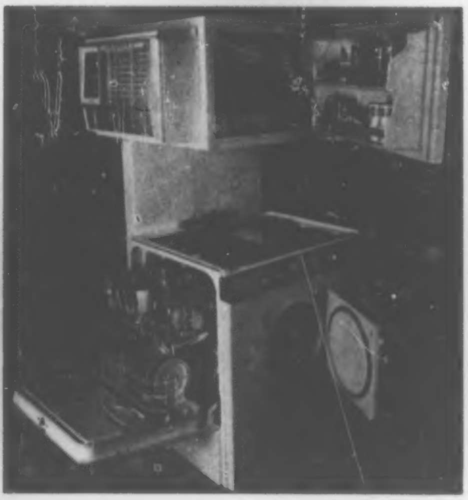


Selling the Upgrades

VSDA:
New Strategies, New Officers

The Year of Stereo TV:
Retailers Sound Off on the MTS Market





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Profit Prospects From Any Angle

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Admiral sponsors buyer program

(Cover photo for Mobile Electronics section courtesy of Jensen; compact appliance courtesy of Owens Corning Fiberglas; stereo TV courtesy of Zenith.)

PEOPLE ON THE MOVE

Jerry Kalov becomes CEO of Dynascan Corp. He succeeds **Carl Korn** who will continue as active chairman.

Sharp Electronics names **Keizo Okuda** executive vice president.

Apple Computer appoints **Delbert Yocam** to the new position of executive vice president, COO.

Joseph Boyle resigns as SPACE communications vice president to join Showtime/Movie Channel as business development director.

Andre Blay resigns as chairman/CEO of Embassy Home Entertainment as part of an undiscolosed out-of-court settlement with new owner Coca-Cola.

Alan Czeizler fills the new position of sales director at STC Telecorp, a division of Soundesign Corp. Czeizler is responsible for directing the sales of audio/video storage cases and new product development. Czeizler had been with Canon USA.

Fox

Knight

Canon USA names **Robert Brill** to succeed Czeizler as national sales manager, video division. **Paul Fox** becomes national sales manager of dealer sales for the copier products division.

Coast Manufacturing appoints **Floyd Barker** director of advertising.

Stewart Austin becomes director of sales and **Kevin Padach** marketing manager for Epson America's newly formed Consumer Electronics Division (CED).

Altec Lansing appoints **Vic Orler** national sales manager of consumer products. **David Anchel** becomes marketing coordinator of consumer products.

Susan Blaco joins Clarion Corp. as marketing services manager.

Konica U.S.A. names **William Reilly** general manager of sales for the Konica professional and consumer products division.

Sparkomatic appoints **Robert Knight** national sales manager. **James Minarik** becomes vice president of sales.

Bush Industries appoints **Al Silverberg** to the new position of national sales manager, in charge of all distribution channels.

CBS/FOX Video promotes **Mitch Horwits** to group vice president, programming and acquisitions.

Silverberg

Horwits

Robert Cook becomes executive vice president and general manager of Continental Video.

Prism Entertainment names **Joseph Petrone** director of sales.

Vallery Kountze, vice president of RCA/Columbia and general manager of the mass merchant operation resigns due to reorganization.

STAT WATCH

TOTAL U.S. MARKET STATISTICS
Sales to Retailers
July 1986 vs. July 1985
(In Units)

	July 1986	July 1985	Percent Change	Year-to-date 1986	Year-to-date 1985	Percent Change
TELEVISION						
Color	1,248,453	1,160,413	+ 7.6	9,361,894	8,785,107	+ 6.6
Monochrome	285,694	246,576	+15.9	2,030,650	1,931,479	+ 5.1
TOTAL TV*	**1,534,147**	**1,406,989**	**+ 9.0**	**11,392,544**	**10,716,586**	**+ 6.3**
Projection TV	18,948	14,389	+31.7	143,768	117,839	+22.0
Home VCR	832,708	844,792	– 1.4	6.549,270	5,719,967	+14.5
Camcorders**	95,656	22,626	+322.8	486,585	105,169	+362.7

Information contained in this release reflects total market statistics for products produced and/or sold in the United States regardless of the brand name or country of origin.

*Excludes projection television

**Included in Home VCR

Source: Electronics Industries Association Consumer Electronics Group.

Major Appliance

HIGH VOLUME MARKETING

Major Appliance "Consumer Buying Power" Grows

	1970		1985		
	Average Retail Value*	Hours to Earn**	Average Retail Value*	Hours to Earn**	% Decrease In Hours to Earn
Room Air Conditioners	$205	61.2	$443	46.6	-23.9%
Dehumidifiers	79	23.6	181	19.1	-19.1
Dishwashers	220	65.7	403	42.4	-35.5
Disposers	65	19.4	115	12.1	-37.6
Freezers	222	66.4	479	50.3	-24.2
Electric Ranges	229	68.3	472	49.5	-27.5
Refrigerators	274	81.8	702	73.7	-9.9
Automatic Washers	239	71.3	454	47.7	-33.1
Electric Dryers	169	50.5	352	37.0	-26.7
Gas Dryers	194	57.9	379	39.8	-31.3

*Based on Merchandising Magazine Annual Statistical Report for 1970 and Dealerscope Merchandising Annual Statistical Report for 1985.

**Based on U.S. Department of Labor, Bureau of Labor Statistics Data: Average hourly earnings of Production Workers, Private Manufacturing in 1970 was $3.35 and in 1985 was $9.52.

ILLUSTRATION / A. CEDRONE

Fewer Work Hours Needed to Buy Majaps

Prices are higher today than they were in 1970, but it takes the average consumer fewer hours today to earn what it costs to buy major appliances, according to the Assoc. of Home Appliance Manufacturers.

Wage increases in the U.S. workforce apparently outpaced price increases in the appliance industry. AHAM basea its figures on the fact that the average hourly wage of production workers rose from $3.35 in 1970 to $9.52 in 1985.

Spotty Sales for Room Air

DESPITE blistering heat and drought in some regions, sales of room air conditioners were about average for the season.

Some of the major makers hold different views on how the season shaped up.

In the drought-stricken Southeast, sales were very good, but it is not a very big room air market, reports Tom Murray, sales vice president, Emerson Quiet Kool.

With most of the season's sales reported, they were below average in the Northeast, "pretty good" in the mid-Atlantic region, better than average in the Midwest, late in developing in the Southwest and poor in southern California. The season runs longer in the West, and the industry was hoping for additional sales there to boost the bottom line.

Law To Freeze Energy Standards

FEDERAL legislation has been introduced to provide uniform energy efficiency standards for major appliances nationwide by 1990, superceding state regulations already in effect in some states and planned in several others.

The new law promises to heal the damaging effects of state restrictions on retail sales of room air conditioners particularly in California and New York.

The National Appliance Energy Conservation Act would lock in standards for five years, beginning in 1988 for dishwashers, washers and dryers. Standards for refrigerator/freezers, room air, gas ranges and ovens begin in 1990.

After the five-year period, stricter standards could be imposed by the Department of Energy, pending the manufacturers' ability to comply.

PEOPLE ON THE MOVE

Charles Proctor, vice president of sales and distribution, becomes head of KitchenAid's new distribution system. Four general managers report to Proctor: **Thomas Chapman**, central zone; **Greg Friss**, eastern zone; **Don Hassinger**, southern zone; **Mike Dissinger**, western zone.

Thermador/Waste King promotes **Bob Woods** to the new position of senior product manager, in which he is responsible for marketing major kitchen products. The company also names **Bert Cohen** and **DeWayne McCormick** as its two California district managers.

Woods

Kaczmarek

Speed Queen names **Thomas Kaczmarek** as director of marketing. **Jeff Brothers** becomes director of home laundry sales.

Caloric Corp. appoints **Tom McNeill** regional service manager of its mid-Atlantic region.

Bradford Chaffee becomes Frigidaire's central region manager. He succeeds **E.J. Hawkes** who retires after 44 years of service.

Whirlpool Leasing Services, Inc., announces plans to establish an insurance financing division. **Eric Lindblom** becomes staff vice president; **Joseph Shockey** joins the division as general manager.

STAT WATCH

MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
July, 1986

	July 1986	July 1985	Percent Change	Calendar Year to Date 1986	Calendar Year to Date 1985	Percent Change
ALL MAJOR APPLIANCES	3,984.6	3,300.9	+20.7	26,000.2	25,078.4	+ 3.7
COOKING — TOTAL	**1,158.5**	**972.3**	**+19.2**	**8,346.8**	**7,683.8**	**+ 8.6**
Electric Ranges — Total	282.9	261.3	+ 8.3	1,667.1	1,760.7	+ 6.0
Free Standing	231.4	213.8	+ 8.2	1,530.5	1,433.6	+ 6.7
Built-In	51.5	47.5	+ 8.4	336.6	326.9	+ 3.0
Microwave Ovens/Ranges	891.7	727.3	+22.6	6,586.3	6,041.1	+ 9.0
HOME LAUNDRY — TOTAL	**879.3**	**719.6**	**+22.2**	**5,530.9**	**5,237.5**	**+ 5.6**
Automatic Washers	521.1	421.8	+23.5	3,216.0	3,055.4	+ 5.3
Dryers — Total	358.2	297.8	+20.3	2,314.9	2,182.2	+ 6.1
Electric	280.9	235.4	+19.3	1,815.8	1,725.1	+ 5.3
Gas	77.3	62.4	+23.9	499.1	457.1	+ 9.2
KITCHEN CLEAN UP — TOTAL	**634.2**	**595.7**	**+ 6.5**	**4,683.9**	**4,496.3**	**+ 4.2**
Disposers	296.1	275.4	+ 7.5	2,394.7	2,368.2	+ 1.1
Dishwashers — Total	323.1	306.6	+ 5.4	2,179.1	2,028.5	+ 7.4
Built-In	304.6	286.7	+ 6.2	2,046.6	1,887.3	+ 8.4
Portable	18.4	19.9	− 7.5	132.4	141.2	− 6.2
Compactors	15.0	13.8	+ 8.7	110.1	99.6	+10.5
FOOD PRESERVATION — TOTAL	**888.2**	**816.8**	**+ 8.7**	**4,565.3**	**4,348.6**	**+ 5.0**
Refrigerators	729.6	668.1	+ 9.2	3,814.7	3,593.1	+ 6.2
Freezers — Total	158.6	148.7	+ 6.7	750.6	755.5	− 0.7
Chest	84.8	76.6	+10.7	406.2	393.2	+ 3.3
Upright	73.8	72.1	+ 2.4	344.4	362.3	− 4.9
HOME COMFORT — TOTAL	**424.4**	**196.4**	**+116.1**	**2,873.1**	**3,312.2**	**−13.3**
Room Air Conditioners	361.4	171.0	+111.4	2,425.0	2,764.5	−12.3
Dehumidifiers	63.0	25.4	+148.0	448.1	547.7	−18.2
GAS RANGES	**115.8**	**109.4**	**+ 5.9**	**1,060.3**	**974.7**	**+ 8.8**

Source: AHAM

November 1986 / $7.00

Dealerscope Merchandising

The Marketing Magazine for Consumer Electronics and Major Appliance [illegible]ng

Smart Sell-Through Strategies:
Create Store "Happenings";
Bolster Your Bottom Line

Personal Copiers
March into the
Home Office

$1.99
Luskin's
THE CHEAPEST GUY IN TOWN

Attention Grabbers:
Clever Ways
to Advertise

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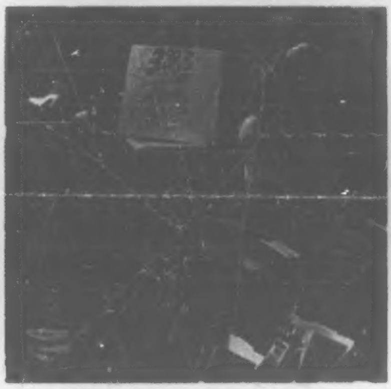

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PEOPLE ON THE MOVE

Jack Sauter, RCA group VP with responsibility for the marketing division, retires in early 1987.

General Electric's **Jacques Robinson** is appointed VP of international business development. **James Ozanne** and **Michael Carpenter** become executive VPs of G.E. Credit.

John Falcone promoted to national marketing manager, Sharp Electronics Corp.'s consumer video division.

NAP Consumer Electronics names **Paul Fredrickson** CD marketing manager.

Tsutomu Kurokawa, executive adviser to Tokyo Sanyo, becomes chairman of Sanyo Electric when two firms merge Dec. 1. **Shoji Sugaya**, manager of Sanyo Optical Disc Division in Japan, will be president of the new Sanyo Laser Product Corp. in Richmond, IN.

Lechowicz

Piehl

NEC Home Electronics appoints **Jan Lechowicz** product manager, VCRs and promotes **Mike Piehl** to audio product manager.

Eveready Battery Co. names **David Thorpe** VP of marketing and **T. Darrell Musick** VP of sales.

Mitchell Antar named COO of Crazy Eddie, Inc. and **Sam Antar** elected executive VP and chief financial officer.

Thorpe

Musick

International Jensen appoints **Clyde Podraza** VP of National Accounts/ Consumer Products.

Cobra promotes **John Ehrisman** to VP, marketing and **Jerome Falasz** to VP, product development.

Memtek Products appoints **Diana Loredo** marketing product manager, Memorex audio tapes.

Sony Corp. has consolidated its Hi-Fi and Automotive Entertainment Systems divisions and appointed **Marty Homlish** to head the new group.

John Farr named Commtron Corp. VP of sales, video.

Scott Edwards joins Vidtech as senior VP of sales and marketing.

Ricoh Corp. appoints **Robert Sostilio** products program manager and **Lew Minnella** manager of marketing administration for the Copier Group.

Seth Willenson named VP of acquisitions, development and special projects for Paramount Televison Group's Video Division.

RCA/Columbia Pictures Home Video promotes **Glenn Ross** to VP, marketing.

Duncan Murray appointed VP, sales for J2 Communications.

Jacquelynn Hebrock named product manager, Audio-Technica U.S.

STAT WATCH

TOTAL U.S. MARKET STATISTICS

Sales to Retailers
August 1986 vs. August 1985
(In Units)

	August 1986	August 1985	Percent Change	Year-to-date 1986	Year-to-date 1985	Percent Change
TELEVISION						
Color	1,391,391	1,361.358	+ 2.2	10,753,285	10,146,465	+ 6.0
Monochrome	292,934	203,689	+43.8	2,323,584	2,135.168	+ 8.8
TOTAL TV*	**1,684,325**	**1,565,047**	**+ 7.6**	**13,076,869**	**12,281,633**	**+ 6.5**
Projection TV	24,384	19,716	+23.7	168,152	137,555	+22.2
Home VCR	880,797	820,481	+ 7.4	7,430,067	6,540,448	+13.6
Camcorders**	87,182	29,024	+200.4	573,767	134,193	+327.6

Information contained in this release reflects total market statistics for products produced and/or sold in the United States regardless of the brand name or country of origin.

*Excludes projection television
**Included in Home VCR
Source: Electronics Industries Association, Consumer Electronics Group.

PEOPLE ON THE MOVE

Harold Wilkins retires as president, WCI Sales Division.

Vincent Chiarucci resigns as president of the Home Comfort Group-WCI Products.

Robert Bowen named assistant director of Raytheon New Products Center.

David Kretz, sales and marketing exec at fellow Raytheon subsidiary Speed Queen, becomes VP, major appliance sales, Amana.

Wilkins

Able

Speed Queen's Home Laundry Sales Department names **Roger Able**, national sales manager distributor sales; **Richard Lynch**, sales manager direct operations, **Rick Raczynski**, merchandising manager; and **Jay McDonald**, manager special accounts.

Fedders promotes **Bernie Tymkiw** to VP sales and marketing; **Robert Pomeroy** named southeast regional parts and service manager.

Tymkiw

Wagner

Thermador/Waste King names **Stephanie Wagner** Heater, Vent Specialist.

STAT WATCH

MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
August, 1986

	August 1986	August 1985	Percent Change	Calendar Year to Date 1986	1985	Percent Change
ALL MAJOR APPLIANCES	**3,711.7**	**3,211.0**	**+15.6**	**29,715.3**	**28,829.4**	**+ 5.0**
COOKING — TOTAL	**1,280.8**	**1,087.6**	**+17.8**	**9,627.7**	**8,771.4**	**+ 9.8**
Electric Ranges — Total	271.0	266.3	+ 1.8	2,138.0	2,027.0	+ 5.5
Free Standing	224.4	216.9	+ 3.5	1,754.9	1,650.6	+ 6.3
Built-In	46.5	49.4	– 5.9	383.1	376.3	+ 1.8
Microwave Ovens/Ranges	1,023.5	837.8	+22.2	7,609.8	6,878.9	+10.6
HOME LAUNDRY — TOTAL	**856.1**	**722.7**	**+18.5**	**6,387.0**	**5,960.2**	**+ 7.2**
Automatic Washers	500.1	424.8	+17.3	3,716.1	3,480.1	+ 6.8
Dryers — Total	356.0	297.9	+19.5	2,670.9	2,480.1	+ 7.7
Electric	276.8	237.6	+16.5	2,092.6	1,962.7	+ 6.6
Gas	79.2	60.3	+31.3	578.3	517.4	+11.8
KITCHEN CLEAN UP — TOTAL	**721.6**	**648.1**	**+11.3**	**5,405.4**	**5,144.4**	**+ 5.1**
Disposers	363.3	348.0	+ 4.4	2,758.3	2,716.2	+ 1.6
Dishwashers — Total	339.2	285.1	+19.0	2,518.3	2,313.6	+ 8.9
Built-In	315.9	269.5	+17.2	2,362.6	2,156.8	+ 9.5
Portable	23.3	15.6	+49.4	155.7	156.9	– 0.8
Compactors	19.1	15.0	+27.3	128.8	114.7	+12.3
FOOD PRESERVATION — TOTAL	**727.1**	**668.7**	**+ 8.7**	**5,292.5**	**5,017.3**	**+ 5.5**
Refrigerators	605.0	537.4	+12.6	4,419.7	4,130.4	+ 7.0
Freezers — Total	122.0	131.3	– 7.1	872.8	886.8	– 1.6
Chest	63.2	64.7	– 2.3	469.4	457.9	+ 2.5
Upright	58.9	66.6	–11.6	403.4	428.9	– 6.0
HOME COMFORT — TOTAL	**126.1**	**83.8**	**+50.5**	**3,002.8**	**3,396.1**	**–11.6**
Room Air Conditioners	88.8	68.5	+29.6	2,517.4	2,833.0	–11.1
Dehumidifiers	37.3	15.4	+142.2	485.4	563.1	–13.8
GAS RANGES	**156.0**	**162.7**	**– 4.1**	**1,230.1**	**1,137.4**	**+ 8.2**

Source: AHAM

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January 1987/$7.00

Dealerscope Merchandising

The Marketing Magazine for Consumer Electronics and Major Appliance Retailing

Dealerscope Merchandising January 1987

WCES: Focus On New Products

Oregon's Tom Peterson

Packs Fun Into Selling & Whips The Competition

Tom Peterson's Furniture

DAT Is Here!

CD Successes Boost Digital Audio Tape's Appeal

maxell
DAT
DIGITAL AUDIO TAPE METAL PARTICLE
DM-120

4mm Debut:

Samsung Moves Onto High Tech Turf

January 1987
Vol. 29, No. 1

Dealerscope Merchandising

The Marketing Magazine for Consumer Electronics and Major Appliance Retailing

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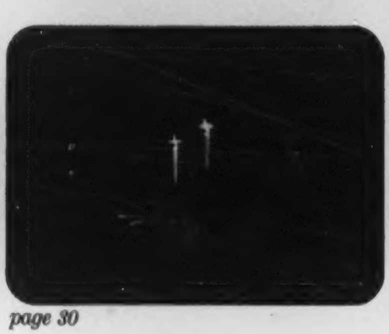
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New formats and rejuvenated categories bring relief to an industry that is battered by price pressures.

Bright Spots for Hard Times

by Neil Spann

STILL in the process of belt-tightening, a leaner and meaner consumer electronics industry is back in Vegas for another roll of the dice.

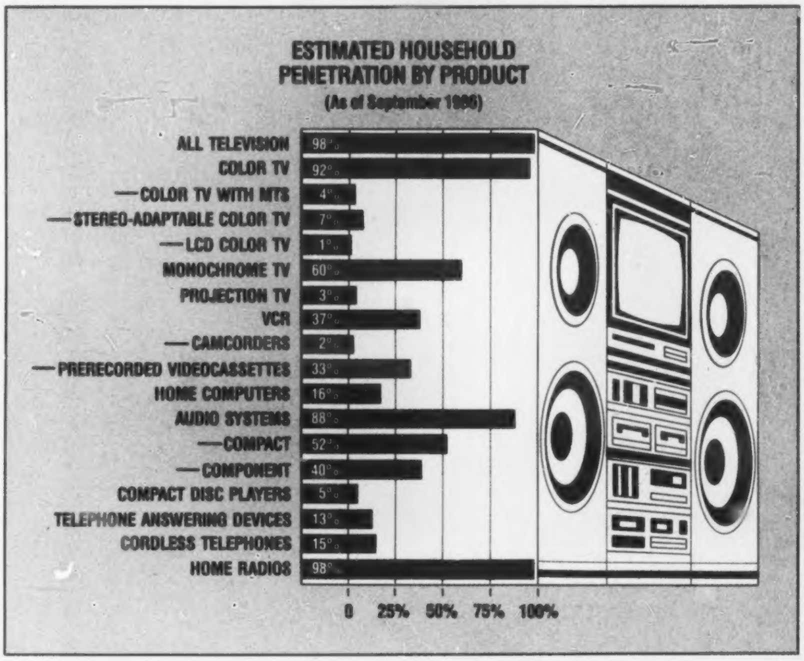
At the 1987 Winter Consumer Electronics Show, the big question is whether industry leaders have put all their cards on the table. Who will deliver DAT, and when, dominates the headlines, yet digital audio tape is only part of a broad digital "mystique" that's building in the marketplace. That "mystique" is expected to grow and stimulate audio and video replacement markets, while gradually bringing a positive impact to other categories, including telecom.

Headlining the news at WCES is what will happen to hardware pricing. One year after a wrenching currency revaluation, the industry's response to the yen/dollar situation is to hold pricing levels despite the yen's appreciation of 40 percent since this time last year.

What will happen in '87? Pricing will be the area affected last, and least, by a higher valued yen. Cutbacks will continue at the factories and within marketing departments, production will shift away from Japan, and advertising will be scrutinized more carefully, as will all services to the retail community.

Industry leaders are only "cautiously optimistic" about 1987 and pressure on profitability is just part of the reason. Several sources expect a tough first quarter. They cite uncertainties in the marketplace, such as how the new tax law will affect consumer spending and whether the auto industry revives low-financing programs with more disposable income.

Some believe changes at retail will be important this year. They predict over-expansion for some publicly held retailers that could lead to mergers of two, maybe three major chains plus store closings in key markets where expansion failed to deliver the market share projected.



CHART/ERIC F. CORONA

Wholesale and price clubs will continue to expand eastward. By operating on a gross margin of 7 to 8 percent with 20 to 30 turns, these outlets offer branded merchandise at price points that service-oriented retailers, large and small, can't match. Add to this the home shopping networks. How this challenge is met by dealers and distributors will be a major story this year.

Our prediction? Service-oriented retailers will retaliate by supporting the lines not carried by wholesale and price clubs and/or by demanding additional support either in advertising funds or pricing.

Product innovation will be curtailed this year, though not drastically. A new generation of digital products in video and audio illustrates the point, yet the introductions won't be as pervasive because of the profit squeeze on Japanese suppliers. We predict that the Koreans will move swiftly to project a new image. Taking advantage of the currency situation, the Koreans will move this year to prove they can be technology leaders. Samsung, for example, will show its 4mm camcorder, and probably a new high-performance projection TV, at the WCES.

Digital audio tape (DAT) will be the controversial product of the year. Based on industry sources, home machines will ease into the market first, followed by portables and systems for the car. The issue is less with pricing than with how the new format will impact on CD player sales. While this issue may be debated at CES, it probably won't be resolved until software and hardware are in good supply. The consumer will decide, hopefully the sooner the better.

Other innovations to look for at CES include NEC's audio receiver with built-in surround sound, Samsung's 4mm camcorder (using digital tape), Sony's 8mm system for the car and Sanyo Business Systems' digital integrated phone/answerer unit.

What's the outlook for these and other products in 1987? Based on a survey of major suppliers, we predict the following:

Color TV. The trend to upgraded products with built-in MTS will come on strong and a healthy replacement market will fuel sales of larger screen sizes. . . Monitor/

receiver merchandise will have strong demand, as systems selling gains greater promotional support by the majors. . . Look for unit sales to exceed 1986's record which should total in excess of 18 million units.

Video. The battle between VHS-C and 8mm camcorders will fuel the market and sales will approach two million units this year. . . JVC projects the breakout at 40 percent full-sized camcorders, 40 percent VHS-C, 20 percent 8mm. . . One thing to watch for is how traditional camera stores support recent commitments to 8mm. . . The home deck market will segment, as lower pricing ($199 and under) lures blue-collar holdouts and as stereo and/or hi-fi models and new digital units offering PIP stimulate replacement sales. . . Household penetration will approach 45 percent by year's end. Unit sales, including camcorders, will hit 15 million. . . The industry will launch an effort to clarify the differences between stereo and hi-fi units. . . Heavy inventories will carry over into the first quarter and keep pressure on the pricing of promotional goods.

The VHS-C and 8mm format battle will fuel sales, which will approch two million units this year.

Pre-Recorded Video. Sell-through will gain emphasis. Major studios will encourage the trend by advertising more aggressively in TV and print and by announcing release dates further in advance (up to six months) in order to oblige advertising schedules of the mass merchants. Look for greater availabil-

Tony Mirabelli
VP Marketing,
Audio Video Div.
NEC Home Electronics
(USA) Inc.

"Extremely good" opportunities will exist for digital products. For the first time digital audio receivers are available with built-in digital sound delay, surround sound. In digital TV the demonstrative benefits start with an improved picture and capability of monitoring one channel while watching another.

Harry Elias
Senior VP,
Consumer Divisions
JVC Company of
America

Expansion will lead some major retailers into a trap. You can slice a pie just so thin and several of the major markets are overdeveloped already. The result? Store closings and mergers involving some of the publicly held retail companies.

Ralph Wolfe
Senior Marketing VP
Panasonic Co.

All companies are on a mission to stablize costs and maintain pricing. The issue is stabilization of the yen to the dollar, and if the yen stablizes between 155 to 165 this would help. We'll see more marketing emphasis on digital TV and MTS models and on the VHS-C camcorder. Rack systems will remain strong in our Technics line. Overall, I'm reasonably optimistic about 1987, but not about the first quarter.

Jack Sauter
Former Group VP
RCA

The word "digital" has been diluted by its many uses. There will be interest in effects like PIP, but I don't believe that pure digital receivers will be an industry target in '87 or that they'll ever have the impact that solid state technology had. You will see major improvements this year in projection TV which, I believe, will make projection very competitive with the large-screen direct-view sets.

Steve Olin
President & CEO
Vidtech, Inc.

MTS stereo decoders sales will increase 35-50 percent industrywide over 1986 sales. People wanting MTS stereo but not ready to replace their set will be prospects; so too will those who purchase a new TV and want to convert the old set to stereo sound. We expect MTS to become the industry buzzword in '87, and that's good news for the decoder business.

Gerald McCarthy
President
Zenith Sales Corp.

Growth of stereo TV is going to be outstanding. MTS stereo models could account for 1/3 of total color TV sales in 1987. We see confusion in VCR between linear stereo and hi-fi stereo, and we'll address this issue in the year ahead.

Saul "Sonny" Knazick
Senior VP
Emerson Radio Corp.

Audio separates will make a strong comeback this year. People are ready to mix and match again, and we see the audiophile base broadening. When compact discs get down to $10 retail, the hardware sales will boom again. We don't expect to see much DAT equipment before 1988—consumers aren't ready for it.

John Briesch
Marketing VP
Sony Audio

Compact disc players will reach three million units this year, an increase of 50 percent over 1986, thanks largely to greater software availability. Portables now account for 25 percent of sales and could account for 750,000 units this year.

ity and selection of children's, music, and how-to videos. . . Pricing on rental titles will rise to $84.95 and $89.95 and to $100 or more on blockbuster movies. . . Larger inventories (6,000 to 10,000 units) will be required for video stores to survive in key markets. . . also look for retailers of all description (even vending machines) to stock key titles in greater depth—200 to 500 units on a hit title could become the norm.

Home audio. Last year's resurgence of hi-fi components gets a boost, plus lots of glamor, from inboarded digital delay and surround sound in high-end receivers. . . Components will have their strongest sales year of the decade, thanks largely to mid- to high-end CD players; however, low-end units could glut the market and contribute to consumer confusion throughout much of the first half. . . Rack systems will remain even to slightly ahead of sales last year, appealing strongest to first-time consumers of audio and fueled by the addition of the CD player and dual cassette recorder. . . DAT machines won't become a factor in the first half; timing of their introduction remains unclear. However, they'll become a major factor, even at prices above $1,000, and gain consumer acceptance much faster than the compact disc player.

> ***Lower pricing will stimulate the home office market while personal copiers and electronic typewriters will keep sales on the upswing.***

Mobile Electronics. Specialists will continue to diversify with cellular phones (a major growth area), radar detectors and security systems which will become a fast-growth, add-on business this year and next. . . Autosound will remain steady; the trend to upgraded components will continue. . . DAT units will appear late in the fourth quarter, but won't have much sales momentum before mid-1988.

Telecom. Cordless phones and answerers will pace industry sales, followed by integrated systems. . . Digital technology will edge slowly into answerers but won't become an important sales factor until costs come down on the chip required for recording incoming messages. . . In phone lines, colors will proliferate and the consumer demand for reliability will enhance the demand for quality, branded merchandise.

Home Office. Personal copiers and electronic typewriters provide the ease of operation to keep sales on the upswing. . . Home computers and printers, which rebounded last year, will continue to do so. . . Lower pricing will continue to stimulate the market.

Satellite TV. Having taken a bath in '86, the only way this category can go is up—and it will. . . The trend is toward systems sales rather than components. . . Supplier ranks have thinned and the survivors will show more marketing savvy with greater emphasis on target marketing mostly in rural America. ☐

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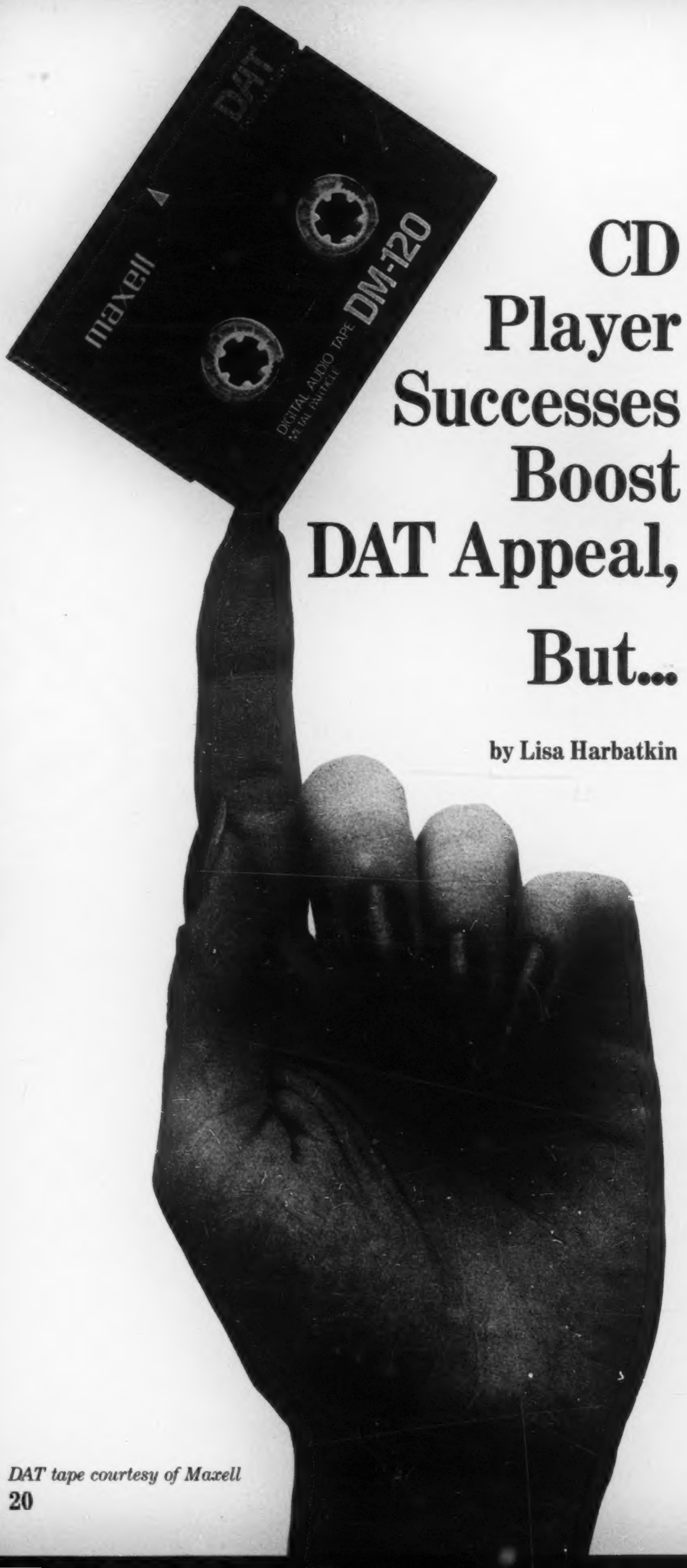


CD Player Successes Boost DAT Appeal, But...

by Lisa Harbatkin

A market glut of low-priced Compact Disc players has thrown the digital audio tape (DAT) recorder debut into a pause mode.

DAT machines have arrived. Even in prototype and with a sketchy delivery timetable, DAT is the talk of the Winter Consumer Electronics Show. First shipments are expected to reach the marketplace this fall, yet several suppliers say there could be delays for another 18 months.

What's the problem?

Technically nothing. It's more a matter of marketplace jitters. Manufacturers are nervous about introducing another digital format at this time, and their apprehension is increased by the high inventory level of CD players at the factory and on retail shelves. Though the inventory build-up involves primarily low-cost players (upwards of $99), the availability of low-cost units has created consumer confusion and slowed mid- to high-end player sales as well.

Within suppliers' ranks there is also concern that the industry hasn't yet recovered its investment from CD technology. Their ultimate concern is that nifty little DAT machines will catch consumers' fancy to the exclusion of CD players.

Factor in the copyright issue and controversy over how DAT will impact on the recording industry, and the picture takes on political as well as economic considerations.

CD software availability is another issue. More pressing plants are coming on line in the U.S. and abroad. While this development may have no impact yet on disc pricing, it promises to resolve most of the remaining disc availability problems. To bring in the DAT format now is simply untimely. A Matsushita exec acknowledges that CD paranoia is an issue within supplier ranks. "There are those who believe DAT's arrival could kill CD. We don't feel that way. In our view," he continues, "each format has its advantages, even though there is no difference in the quality of sound."

CD software is easier to mass produce and random access is faster on the disc. DAT, however, offers record capability. NEC Home Electronic's Mike Piehl, audio products manager, predicts the two formats will compliment each other. "We think first buyers of

DAT tape courtesy of Maxell

DAT will be the ones who already have CD," he says.

Piehl agrees there's logic to letting CD get a better foothold. For this reason he doesn't know when DAT products will be in meaningful supply. "But in the long run, DAT can't be held back," he says.

For the autosound market, DAT has particular appeal—and intrinsic advantages over CD. A smaller size is one, making it easier to install than CD combos. Technically, DAT isn't handicapped by heat or vibration.

Speaking with an autosound perspective, Clarion Director of Marketing Tom Mitchell finds irony in the industry coming up with "an improved technology that it's resistant to bring out," he says. "If we bring out DAT now, we have a potential problem, but if we wait a couple of years, CD will be more established and investments will be recovered."

Alpine's Rich Coe, director of technical services, compares the situation to a cat-and-mouse game. Each supplier is waiting to see what the other does—and when. Alpine will show DAT equipment at its April sales meeting and deliver in October. But it won't be a priority item. "We have a philosophy at the factory: chase one rabbit at a time," explains Coe, and CD is Alpine's rabbit for now.

Sony's John Briesch, president of the Consumer Audio Division, notes that standards were finalized in August. Sony bowed its prototype at the Tokyo Fair in October but has announced no delivery date.

N.V. Philips of Holland played a key role in the industry's delay. Executives flew to Japan last year to hold talks with Japanese manufacturers with digital production capacity. It made a strong case, apparently, for giving CD solo billing in the marketplace. Philips won't comment on those talks. However, its visit is seen as critical. Prior to the visit, Japanese majors planned to introduce DAT at the Tokyo Fair, and to start U.S. delivery shortly after the WCES.

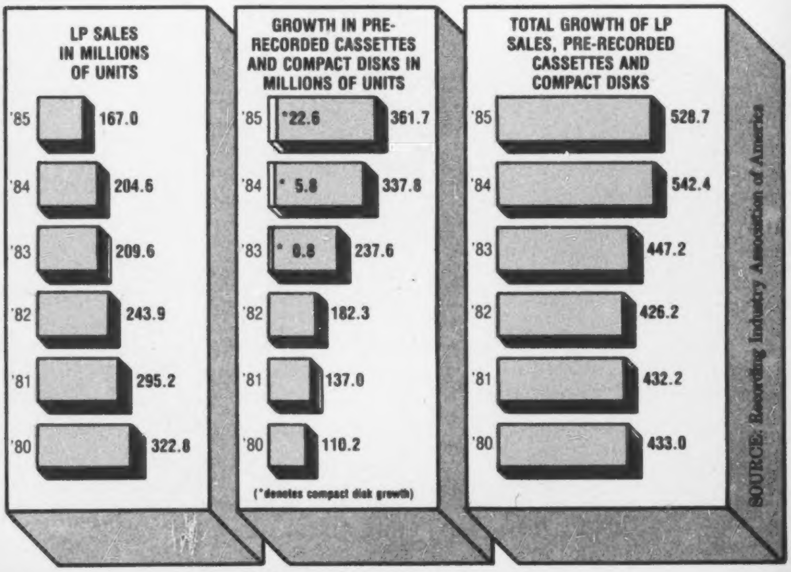
The latest speculation is that auto units will follow home and portable units into the marketplace. Suppliers expect distribution of home decks and portables shortly after the June CES.

A more definite time frame could come this month. After receiving feedback from retailers, suppliers hope to have a clearer idea of what to do. At the moment, however, the only area of consensus is that home decks and portables will hit the marketplace first, then car units.

Price points are expected to range from $1,200 to $1,800 for decks; blank cartridges might be as high as $18.

At these levels, pricing will keep DAT beyond the reach of the mass market. But history indicates that it won't be a problem for long.

And that's the way it is with DAT, this January 1987. As a favorite comic character, Elmer Fudd, would say—and we believe him, "DAT, DAT, DAT's all, folks!" ☐



SOURCE: Recording Industry Association of America

CHART/ERIC CORONA

Cassette Cleaner
Circle 11 on Info Card
THE U.S.A. CONSUMER ELECTRONICS ACCESSORIES COMPANY
CARTER·CRAFT

VIDEO

THE strong demand for camcorders and the emerging replacement market will stimulate the high end of the VCR market. But that demand isn't going to change retailers' focus on "down and dirty" pricing in the first quarter.

Higher-than-normal inventory will keep pressure on prices throughout the first quarter, according to Steve Isaacson, national sales and marketing manager, JVC Consumer Video Division, at the International Tape/Disc Association 's (ITA) annual membership meeting in New York recently. Entering the December selling season, industry inventory was 42.2 percent higher than a year ago. Adding to market uncertainty, he said, would be the effect of reaching 40 percent market penetration.

1987 Projected Dealer Sales

Type	*1987*	*1986*	*% Change*
Table Models	**13,000**	**12,500**	**+ 4%**
With Stereo/Hi-Fi	**2,600**	**1,975**	**+32%**
Portable VCR's	**100**	**250**	**−60%**
Camcorders	**1,900**	**1,200**	**+58%**
Total Sales	**15,000**	**13,950**	**+ 8%**

Growing camcorder sales and the emerging replacement market will stimulate the high end VCR market but large inventories will keep pressure on prices.

Issacson predicted VCR sales of 15 million units this year, up 8 percent over 1986 projected sales of 13.95 million with total factory sales of $6 billion. The industry's mix at retail will bring an important shift to camcorders. He projected the following sales breakout for 1987: table models at 13 million units (up 4 percent over 1986); units with stereo/hi-fi 2.6 million (up 32 percent); portables at 100,000 (down 60 percent); and camcorders at 1.9 million (up 58 percent).

On the bright side, Isaacson predicted that growing camcorder sales and greater consumer interest in new features will fuel step-up sales. The repeat customer, he said, will want machines with digital effects (PIP, solarization, digital freeze and slow motion). He predicted that hi-fi/stereo with MTS would be available at more affordable prices and strong sales of MTS TVs would reinforce this category of merchandise.

The replacement buyer's influence will gain importance, other industry leaders agree. The second-time buyer will want step-up features and is willing to pay for them, said Jack Sauter, RCA Group VP. He predicted, however, that retailers generally "will again focus on low-end price points, and that's unfortunate. If given the right sales effort and attention, retailers can get a much better result on higher-priced, featured merchandise from the first-time and the replacement buyer. There are customers with the money to step up but you've got dealers still fighting for the lowest price in their market."

Low-end pricing is a deterrent to replacement buyers, added Sauter, whose interest is in state-of-the-art technology.

Hitachi Sales Corp. Executive VP Robert O'Neil warns that VCR has become a commodity. The industry's sales of 15 million units don't mean much anymore. "We're selling boxes, not high-tech merchandise, when a VCR is sold at $299," he said.

Camcorders represent the high ground, along with stereo/hi-fi decks. One trend to watch in 1987 will be what success the 8mm group has in positioning product with camera stores. Claiming photo dealers appreciate the technology and historically do an excellent job of moving accessories, Robert Brill, national sales manager for Canon's Video Division, sees 8mm as a natural add-on business for camera stores in the years ahead.

Major camera manufacturers—Nikon, Kyocera, Chinon, Minolta, Olympus and Pentax—joined Sony and Canon in delivering 8mm camcorders last year. As a home movie device, this development strengthens 8mm in the marketplace.

VHS and VHS-C suppliers don't feel threatened, maintaining that VHS-C's compatibility with VHS and the broad distribution of VHS pre-recorded materials makes the VHS the format of choice.

"I'll give 8mm two years," said Hitachi Sales Corp. President Lou Kobayashi.

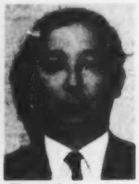
Kobayashi believes that improvements in VHS-C picture reproduction—and these upgrades will be demonstrated at CES, he says—clinch the battle of the formats. With the technological advancements ahead, he predicted that VHS-C could account for 80 percent of all camcorder sales this year. And that, he said, includes sales of standard VHS camcorders. ☐

PEOPLE ON THE MOVE

Akiya Imura succeeds **Kiyoshi Seki** as president and CEO of Matsushita Electric Corp. of America. Seki is named president of Matsushita Electric Trading Co., Ltd.

Polaroid appoints **Donald Patrican** to the newly created position of sales manager, magnetics.

Imura


Gunji

Brother International Corp. names **Hiromi Gunji** president and CEO. **Patrick Gilmore** becomes executive VP and **Sam Matsumoto, Roger Nakagawa, Robert Reigrod** and **Yoshiharu Yanagi,** senior VPs.

Mitsuda

Furst

Toshikazu Mitsuda has been named to succeed **Kazuo Kubo** as chairman, Sharp Electronics Corp. **Kubo** becomes corporate director and general manager, Audio Systems Group, Sharp Corp., Japan.

Craig Consumer Electronics names **Tony Mirando** national sales manager. **Mirando** formerly held the position of national sales manager at JVC's car audio.

Chris Johnson has been named to the newly created post of VP, import operations, Audiovox Corp.

Denon America promotes **Ken Furst** to general manager and **Angela Petrelis** to advertising manager. **Bill Muster** is promoted to newly-created position of national sales manager, tape division.

Muster

Ardrey

William Ardrey named southeastern regional sales manager, Copier Products Division, Canon.

Michael Smith appointed Hitachi's sales manager for New York City and northern N.J.

Danny Kopels appointed VP, marketing of Continental Video and **Jim Brown** becomes director of sales.

Daniel Murphy appointed market planning and product manager, general audio products, Sony.

Eastman Kodak appoints **Jerome Kaplan** general sales manager, equipment and systems division for the Mass Memory Division.

Fuji appoints **Leonard Ciciretto** to central regional sales manager, Computer Media.

Kopels

Ciciretto

STAT WATCH

TOTAL U.S. MARKET STATISTICS
Sales to Retailers
October 1986 vs. October 1985
(In Units)

	October 1986	October 1985	Percent Change	Year-to-date 1986	Year-to-date 1985	Percent Change
TELEVISION						
Color	1,784,752	1,637,769	+ 9.0	14,516,937	13,642,184	+ 6.4
Monochrome	345,715	351,774	− 1.7	3,132,956	2,871,779	+ 9.1
TOTAL TV*	**2,130,467**	**1,989,543**	**+ 7.1**	**17,649,893**	**16,513,963**	**+ 6.9**
Projection TV	34,437	28,902	+19.2	242,507	196,559	+23.4
Home VCR	1,387,602	1,177,526	+17.8	10,247,794	8,911,479	+15.0
Camcorders**	143,926	66,519	+116.4	840,761	263,212	+219.4

Information contained in this release reflects total market statistics for products produced and/or sold in the United States regardless of the brand name or country of origin.

*Excludes projection television

**Included in Home VCR

Source: Electronics Industries Association Consumer Electronics Group.

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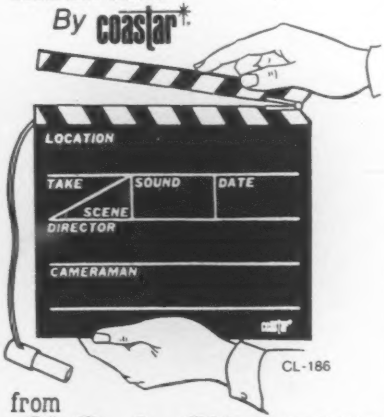

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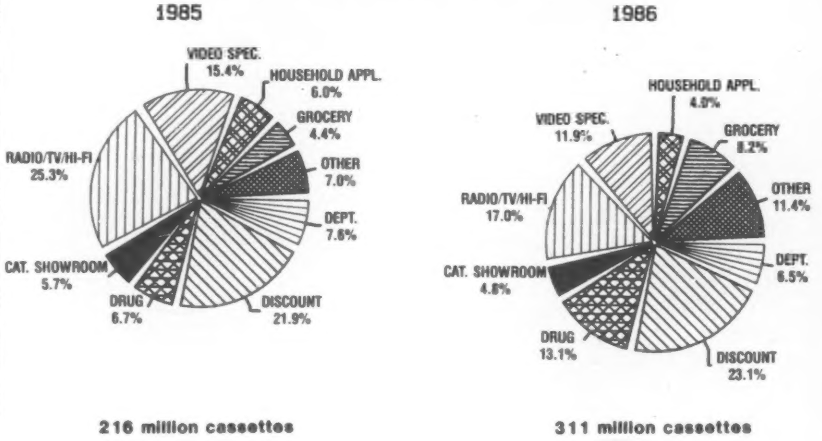
Zohn

Chain Stores Gain In Blank Tape Sales

RETAIL distribution of blank videocassettes has shifted dramatically towards mass merchandisers, according to research by 3M.

In the past year, the blank videocassette market grew 44 percent to a total of 312 million units. Mass merchandisers accounted for 60 percent of all units sold. Drugstores' market share doubled to 13.1 percent in 1986. Grocery stores' share also doubled in the past year to 8.2 percent.

"Merchandising is the key," Zohn observes. He expects more video stores, radio/TV/hi-fi stores and appliance stores to offer good deals on multi-pack sales, not just two- or three-packs but cases of 10 or 12. "The answer for retailers is to take a cue from what happened in the audio tape business. Prices of blank videocassettes are half of what they were three years ago. The average consumer uses 11 tapes per year. By selling him a case of 10 or 12, the retailer boosts his volume and takes that consumer out of the market for a whole year."



% OF BLANK VIDEOCASSETTE CATEGORY VOLUME SOLD BY TYPE OF CHANNEL

CONCLUSIONS:
- 44% unit growth in total category for 1986 vs. 1985
- Dramatic shift in sales mix towards mass channels ... over 60% of all units sold.

Source: 3M research for Scotch Brand Videocassettes

This growth came at the expense of radio/TV/hi-fi stores, video specialty stores and appliance stores. Radio/TV/hi-fi stores suffered the most pronounced decrease in their percentage of total volume, from 25.3 percent in 1985 to 17 percent last year.

These outlets did not necessarily lose business, notes Tom Zohn, market manager, video products at 3M. They simply didn't experience the same extent of growth. Those who got a smaller piece of the pie in 1986 will try to recoup by promoting step-ups and tie-ins.

Meanwhile, 3M has managed to regain its dominance as the U.S. market leader.

"We're back on top again and widening our gap after 1985, which was the year we attempted to freeze prices in the marketplace and bring some stability to the business," says Zohn. "Obviously, it didn't work. We lost some share that year, but we gained it all back in 1986 plus some more."

3M will focus its promotions on the 1988 Olympic Games. ☐

PEOPLE ON THE MOVE

Fred Zeller retires as president of Hardwick Stove Co. **J. Hoyle Rymer**, president of Magic Chef, assumes additional responsibility for Hardwick's operation.

Zeller

Brintnall

Maytag names **Nelson Wooldridge** president of its newly formed parts and service company. **Glenn Allen** becomes director of parts operations, **James Austad** named director of customer relations, **Artie D'Elia**, appointed controller and **Richard Jones** is named director of service operations.

Robert Brintnall, executive VP, subsidiary operations, retires from Whirlpool Corp. **Dennis Finch** named president, Whirlpool Kitchens, Inc., **Dennis Hauch** is promoted to the newly created position of director, administrative services and **Ronald Schmitz** becomes VP, strategic planning and special projects.

Hauch

Schmitz

GE Major Appliance Business Group promotes **Jeffrey Gannon** to general manager, consumer mktg.

STAT WATCH

MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
October, 1986

	October 1986	October 1985	Percent Change	Calendar Year to Date 1986	Calendar Year to Date 1985	Percent Change
ALL MAJOR APPLIANCES	4,085.3	3,672.2	+11.3	37,827.4	35,353.1	+ 7.0
COOKING — TOTAL	**1,439.2**	**1,296.7**	**+11.0**	**12,528.0**	**11,182.8**	**+12.0**
Electric Ranges — Total	318.6	311.2	+ 2.4	2,751.1	2,616.9	+ 5.1
Free Standing	260.3	253.6	+ 2.6	2,260.5	2,134.4	+ 5.9
Built-In	58.3	57.5	+ 1.4	490.6	482.4	+ 1.7
Microwave Ovens/Ranges	1,137.3	1,004.2	+13.3	9,929.8	8,735.6	+13.7
HOME LAUNDRY — TOTAL	**1,059.5**	**948.5**	**+11.7**	**8,408.3**	**7,744.5**	**+ 8.6**
Automatic Washers	599.7	528.2	+13.5	4,869.8	4,484.5	+ 8.6
Dryers — Total	459.7	420.3	+ 9.4	3,538.6	3,260.0	+ 8.6
Electric	352.7	325.3	+ 8.4	2,764.0	2,570.2	+ 7.5
Gas	107.0	95.0	+12.6	774.6	689.8	+12.3
KITCHEN CLEAN UP — TOTAL	**811.9**	**737.9**	**+10.0**	**6,994.7**	**6,599.0**	**+ 6.0**
Disposers	403.5	364.1	+10.8	3,583.4	3,467.6	+ 3.3
Dishwashers — Total	386.2	357.0	+ 8.2	3,250.3	2,983.8	+ 8.9
Built-In	361.0	334.1	+ 8.1	3,048.5	2,786.2	+ 9.4
Portable	25.2	22.9	+10.0	201.8	197.6	+ 2.1
Compactors	22.2	16.8	+32.1	161.0	147.6	+ 9.1
FOOD PRESERVATION — TOTAL	**704.6**	**659.1**	**+ 6.9**	**6,705.1**	**6,344.0**	**+ 5.7**
Refrigerators	610.8	559.2	+ 9.2	5,627.5	5,248.7	+ 7.2
Freezers — Total	93.8	99.9	− 6.1	1,077.6	1,095.3	− 1.6
Chest	51.9	49.5	+ 4.9	580.8	560.3	+ 3.7
Upright	41.9	50.5	−17.0	496.8	535.0	− 7.1
HOME COMFORT — TOTAL	**70.1**	**30.0**	**+133.7**	**3,191.3**	**3,482.7**	**− 8.4**
Room Air Conditioners	53.4	23.9	+123.4	2,660.0	2,905.8	− 8.5
Dehumidifiers	16.8	6.0	+180.0	531.3	576.8	− 7.9
GAS RANGES	**184.0**	**184.6**	**− 0.3**	**1,607.8**	**1,507.4**	**+ 6.7**

Source: AHAM

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Dealerscope Merchandising

The Marketing Magazine for Consumer Electronics and Major Appliance Retailing

DAT
Digital Audio Tape
FUJI Digital Audio Tape
FUJI
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Pioneer Digital Technology Pays Off
CELTICS
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Appliance dealers pick their favorites

February 1987
Vol. 29, No. 2

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As the kitchen becomes a focal point in the home, Eurostyled and sleek design grow in importance

PEOPLE ON THE MOVE

Higashiomori

Homlish

Hiro Higashiomori, former executive VP of Sansui Electronics Corp. (USA), is named president and COO. **Tom Yoda**, previous president, will assume responsibility for worldwide strategic business planning.

Martin Homlish named VP, Autosound and High Fidelity Products, Sony Consumer Audio div. and **John Bermingham** becomes senior VP, sales and marketing, Sony Magnetic Products Co. **James Frische** promoted to executive VP, Sony Digital Audio Disc Corp. and **Jim Bobowski** becomes manager of Sony Telecommunications Products.

Casio Inc. names **William Delaney** general manager, Audio Video Div. Delaney formerly held the position of VP, sales and marketing of Samsung Electronics Corp.

Harvey Schneider, formerly Marantz senior VP of sales and marketing, joins H.H. Scott as executive VP. He is succeeded at Marantz by **Sam Rosenzweig**. H.H. Scott promotes **Terry Stein** to senior VP, sales and marketing.

Bermingham

Delaney

GE/RCA Consumer Electronics Business appoints three general managers to its new marketing division: **Joseph Clayton**, GM-merchandising and market development; **David Daly**, GM-product management; **William Smith**, GM-personal entertainment and ventures management.

Sparkomatic Corp. promotes **James Pedranti** to senior VP.

William Reilly promoted to VP and general manager, Konica Professional and Consumer Products Div., Konica USA.

Savoy Leather Manufacturing Corp. appoints **Larry Rallo** national sales and marketing manager.

JVC promotes **Thomas Caronia** to assistant national sales and marketing manager of Car Audio Div.

Nancy Kadner joins Key Video as director of marketing.

Reilly

Kadner

Goldstar names **Linda Ellis** assistant product manager.

Hal Roach Studios names **Barbara Nason** midwest field merchandiser.

Mark Scope appointed Samsung East Coast zone manager.

Louis Arpino named VP, general manager, Magnavox Videowriter, NAP Consumer Electronics Group. Arpino will continue as president of Philips Home Interactive Systems.

Zenith Data Systems appoints **Robert Poznanovich** central regional director.

STAT WATCH

TOTAL U.S. MARKET STATISTICS
Sales to Retailers
November 1986 vs. November 1985
(In Units)

	November 1986	November 1985	Percent Change	Year-to-date 1986	Year-to-date 1985	Percent Change
TELEVISION						
Color	1,806,145	1,675,515	+ 7.8	16,323,082	15,317,699	+ 6.6
Monochrome	396,783	419,286	– 5.4	3,529,739	3,291,065	+ 7.3
TOTAL TV*	**2,202,928**	**2,094,801**	**+ 5.2**	**19,852,821**	**18,608,764**	**+ 6.7**
Projection TV	35,219	32,697	+ 7.7	277,726	229,256	+21.1
Home VCR	1,287,618	1,409,236	– 8.6	11,535,412	10,320,715	+11.8
Camcorders**	146,729	106,610	+37.6	987,490	369,822	+167.0

Information contained in this release reflects total market statistics for products produced and/or sold in the United States regardless of the brand name or country of origin.

*Excludes projection television **Included in Home VCR

Source: Electronics Industries Association Consumer Electronics Group.

PEOPLE ON THE MOVE

Magic Chef Acceptance Corp. appoints **Robert Downing** president.

Raymond Kuhn is appointed group VP of Whirlpool Acceptance Corp.'s new corporate marketing department. Promoted to the new position of staff VP, marketing is **Daniel Spear**. **Charles Jespersen** becomes executive VP, strategic planning and product development for Inglis Ltd. (a majority-owned subsidiary of Whirlpool). **Glenn Holubar** named VP, sales to Sears; **Richard Robinson** promoted to VP, marketing services and **Dennis Swanson** becomes division VP, physical distribution.

Downing

Kuhn

Michael Crahan promoted to manager of the Maytag Co.'s Denver branch and **Janis Cooper** named assistant director, corporate public affairs.

Caloric names **John Barranco** southeast regional sales manager for its Caloric brand products.

Spear

Crahan

Gerald Industries names **Tom O'Neal** VP, marketing.

STAT WATCH

MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
November, 1986

	November 1986	November 1985	Percent Change	Calendar Year to Date 1986	1985	Percent Change
ALL MAJOR APPLIANCES	**3,424.6**	**3,459.4**	**− 1.0**	**41,460.0**	**38,812.5**	**+ 6.8**
COOKING — TOTAL	**1,391.7**	**1,527.5**	**− 8.9**	**14,120.1**	**12,710.4**	**+11.1**
Electric Ranges — Total	277.8	269.5	+ 3.1	3,031.9	2,886.3	+ 5.0
Free Standing	226.7	220.1	+ 3.0	2,490.1	2,354.5	+ 5.8
Built-In	51.2	49.4	+ 3.6	541.8	531.9	+ 1.9
Microwave Ovens/Ranges	1,128.9	1,276.2	−11.5	11,256.2	10,011.8	+12.4
HOME LAUNDRY — TOTAL	**759.7**	**745.4**	**+ 1.9**	**9,168.0**	**8,489.9**	**+ 8.0**
Automatic Washers	410.1	404.9	+ 1.3	5,279.9	4,889.4	+ 8.0
Dryers — Total	349.6	340.4	+ 2.7	3,888.2	3,600.4	+ 8.0
Electric	268.0	264.7	+ 1.2	3,032.0	2,834.9	+ 7.0
Gas	81.6	76.7	+ 7.8	856.2	765.6	+11.8
KITCHEN CLEAN UP — TOTAL	**691.5**	**645.6**	**+ 7.1**	**7,686.9**	**7,244.6**	**+ 6.1**
Disposers	347.0	334.4	+ 3.8	3,931.2	3,802.0	+ 3.4
Dishwashers — Total	330.3	297.8	+10.9	3,580.7	3,281.6	+ 9.1
Built-In	303.1	273.9	+10.7	3,351.6	3,060.1	+ 9.5
Portable	27.2	23.8	+14.3	229.1	221.5	+ 3.4
Compactors	14.2	13.4	+ 6.0	175.1	161.0	+ 8.8
FOOD PRESERVATION — TOTAL	**520.8**	**500.1**	**+ 4.1**	**7,225.9**	**6,844.1**	**+ 5.6**
Refrigerators	448.6	434.3	+ 3.3	6,076.1	5,683.0	+ 6.9
Freezers — Total	72.2	65.8	+ 9.7	1,149.8	1,161.1	− 1.0
Chest	38.7	34.9	+10.9	619.5	595.3	+ 4.1
Upright	33.5	30.8	+ 8.8	530.4	565.9	− 6.3
HOME COMFORT — TOTAL	**60.8**	**40.9**	**+48.7**	**3,258.9**	**3,523.6**	**− 7.5**
Room Air Conditioners	56.5	39.3	+43.8	2,723.3	2,945.2	− 7.5
Dehumidifiers	4.3	1.6	+168.8	535.7	578.4	− 7.4
GAS RANGES	**172.6**	**163.4**	**+ 5.6**	**1,778.7**	**1,670.8**	**+ 6.5**

Source: AHAM

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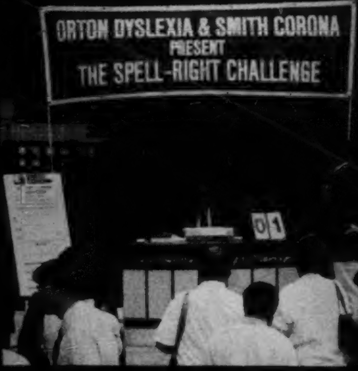
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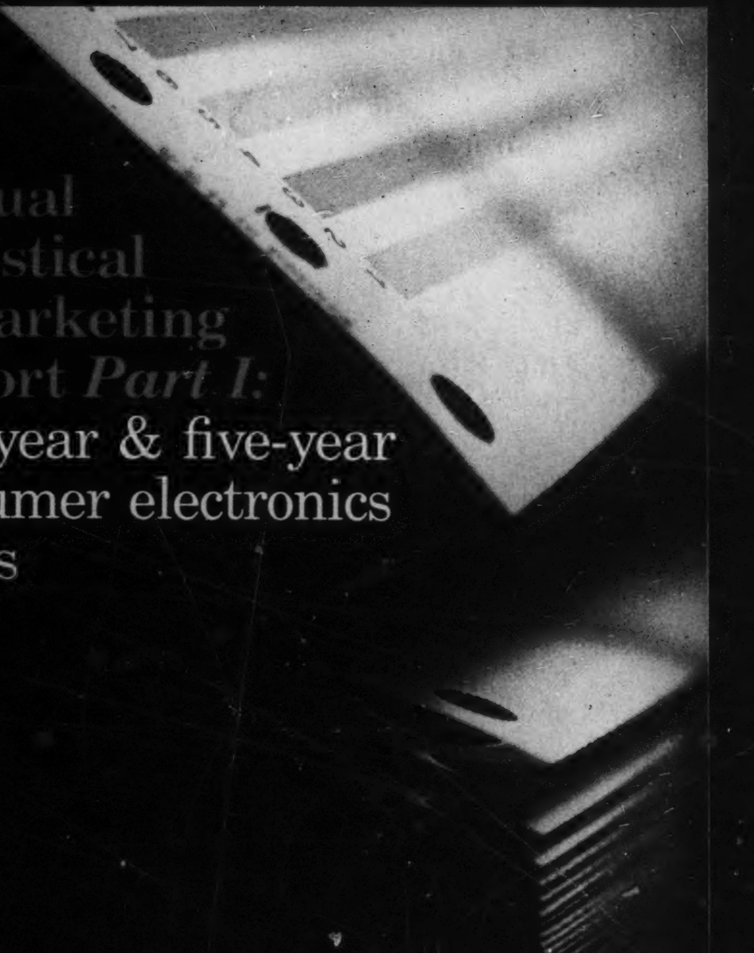
65th Annual Statistical & Marketing Report *Part I*: One-year & five-year consumer electronics tables



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Dealerscope Merchandising's 65th Annual

STATISTICAL & MARKETING REPORT

THE DEALERSCOPE MERCHANDISING 65th Annual Statistical and Marketing Report has been organized into data on consumer electronics and major appliances, plus a market profile. This first part of the report contains five-year and one-year tables for consumer electronics. Our April issue will carry the same information for major appliances.

The data is based on information provided by leading manufacturers. The dollar figures cited are not sales figures but rather estimated retail sales figures for the products shipped from factories in 1986.

In mailed questionnaires and telephone interviews, survey participants were asked to give their best estimates of the percent change in the number of units shipped industrywide for each line of merchandise. For this report, the change requested was for 1986 vs. 1985. Where a potential respondent disagreed with the 1985 estimate (published in DEALERSCOPE MERCHANDISING's March 1986 issue), the respondent was asked for a "corrected" 1985 figure. Respondents were advised that "shipments" as used in this study include products imported from foreign companies but exclude products exported by U.S. manufacturers.

The number of units shipped in a particular year, therefore, represents the shipments of products available for sale in the U.S.

Readers are cautioned that all information published in this 65th annual report is based on consensus rather than census. The questions asked of respondents referred to their opinions of industrywide changes rather than to individual company performances. The manufacturers were not asked for the annual changes in their own companys' shipments or in retail prices of their own brand of merchandise. Instead, they were asked to indicate how much the overall total shipments had changed percentage-wise, and what changes there were in the average retail prices for the product category on which they were reporting.

The editors are grateful to the many manufacturers and trade associations who provided their help.

CONSUMER ELECTRONICS

5 YEAR TABLES

	1986		1985		1984		1983		1982	
Products	Number Shipped (000)	Retail Value ($000)	Number Shipped (000)	Retail Value ($000)	Number Shipped (000)	Retail Value ($000)	Number Shipped (000)	Retail Value ($000)	Number Shipped (000)	Retail Value ($000)
AUDIO/HIFI										
Components, Total	**10,914**	**2,041,492**	**8,800**	**1,653,444**	**8,378**	**1,509,777**	**8,599**	**1,518,149**	**8,192**	**1,474,749**
Receivers	1,843	483,327	1,533	393,981	1,553	391,356	1,550	390,213	1,421	380,970
Amps and Pre-Amps	379		344		351		360		365	
Tuners	218	168,100	193	150,790	198	152,633	221	166,869	201	166,217
Turntables (Excluding OEM)	1,565	186,524	1,442	172,059	1,696	213,018	2,120	280,285	2,239	314,214
Speakers (Components Only)	3,789	534,637	3,345	473,786	3,302	464,922	3,237	452,144	2,970	418,206
Equalizers	228	27,666	185	22,187	188	22,960	186	23,179	160	19,840
Compact Disc Players	1,384	356,795	850	264,350	200	103,600	45	33,300	**	**
Tape Decks, Cassette	908	176,443	836	155,613	816	138,084	775	141,019	707	137,292
Tape Decks, Dual Cassette	600	108,000	*	*	*	*	*	*	*	*
Cartridges (Excluding OEM)	**2,795**	**86,421**	**3,047**	**94,000**	**3,585**	**114,003**	**3,774**	**122,466**	**3,629**	**117,543**
Headphones	**3,425**	**139,887**	**3,167**	**134,217**	**3,090**	**133,612**	**2,809**	**125,225**	**2,584**	**114,058**
Compact Systems, Total†	**2,484**	**420,612**	**2,112**	**432,802**	**1,933**	**413,754**	**1,912**	**438,993**	**1,808**	**503,632**
Cassette Tape Recorder	60	8,100	*	*	*	*	*	*	*	*
Dual Cassette	65	8,775	*	*	*	*	*	*	*	*
Cassette/Turntable	620	83,700	*	*	*	*	*	*	*	*
Dual Cassette/Turntable	1,118	150,930	*	*	*	*	*	*	*	*
Cassette/Turntable/Remote Control	298	40,230	*	*	*	*	*	*	*	*
Cassette/Turntable/CD	25	9,975	*	*	*	*	*	*	*	*
Cassette/Turntable/CD/Graphic Equalizer	298	118,902	*	*	*	*	*	*	*	*
Changer Bimode‡	**	**	83	8,116	104	10,430	102	10,768	160	16,891
Cassette Bimode	**	**	87	15,946	92	17,295	76	13,607	83	14,890
Cassette Trimode‡	**	**	1,739	361,242	1,512	330,614	1,500	354,585	1,337	341,684
Cassette Quadmode‡	**	**	203	47,498	225	55,415	234	60,033	228	58,377

* Category not broken out separately

** Category not reported

† All units include stereo radio

‡ Includes changer

†† Excludes personal headphone type

65TH ANNUAL STATISTICAL & MARKETING REPORT

	1986		1985		1984		1983		1982	
Products	Number Shipped (000)	Retail Value ($000)	Number Shipped (000)	Retail Value ($000)	Number Shipped (000)	Retail Value ($000)	Number Shipped (000)	Retail Value ($000)	Number Shipped (000)	Retail Value ($000)
AUDIO/HIFI *(Continued)*										
Personal Portable Stereos, Total	**8,369**	**421,842**	**6,972**	**	**7,156**	**	**6,253**	**	**5,652**	**
Cassette Only	3,644	85,024	3,289	**	3,575	**	3,250	**	2,910	**
Cassette and Radio	3,306	159,799	2,901	**	2,836	**	2,300	**	2,146	**
Radio Only	939	15,019	782	**	745	**	703	**	596	**
CD Only	280	77,000	**	**	**	**	**	**	**	**
CD/Radio	200	85,000	**	**	**	**	**	**	**	**
Portable Tape Equipment, Total	**30,635**	**1,448,994**	**27,626**	**1,333,390**	**27,109**	**1,319,770**	**28,422**	**1,420,606**	**27,346**	**1,442,316**
Cassette Recorders	12,450	412,468	12,544	416,712	12,800	436,096	16,000	605,600	15,817	642,328
Radio/Cassette Combinations	17,398	994,833	14,432	882,228	13,745	853,015	11,880	784,318	11,000	768,460
Microcassette Recorders	787	41,693	650	34,450	564	30,659	542	30,688	529	31,528
Racked Systems	**954**	**560,267**	**877**	**527,858**	**810**	**492,456**	**540**	**358,020**	**	**
Radios, Total ††	**29,896**	**845,494**	**27,528**	**808,136**	**27,391**	**822,651**	**28,188**	**863,298**	**26,518**	**819,094**
Table	754	25,718	718	24,764	728	27,897	762	30,739	768	31,296
Portable	19,004	437,662	17,435	401,528	17,132	409,797	18,225	449,429	17,161	419,072
Clock	10,138	382,114	9,375	381,844	9,531	384,957	9,201	383,130	8,589	368,726
MOBILE ELECTRONICS										
Autosound, Total	**21,625**	**2,021,504**	**21,763**	**1,986,670**	**21,299**	**1,936,467**	**19,935**	**1,792,801**	**18,729**	**1,627,868**
UD Cassette Player	466	30,158	554	37,617	615	45,492	694	58,733	692	57,644
UD Cassette/Radio Combo	303	23,710	371	31,194	426	39,797	519	59,197	556	70,073
ID Cassette/Radio Combo	3,989	813,724	4,030	788,711	3,932	754,433	3,641	675,624	3,328	572,849
Radios Only (Retrofit)	757	65,190	867	80,952	932	94,384	975	104,150	1,057	112,687
Car Speakers (In Pairs)	15,010	942,167	15,162	979,465	14,635	936,055	13,427	833,817	12,479	759,722
Equalizers	986	85,930	779	68,731	759	66,306	679	61,280	617	54,913
CD Player	55	26,125	**	**	**	**	**	**	**	**
CD Player/Radio Combo	60	34,500	**	**	**	**	**	**	**	**
Radar Detectors	**1,688**	**262,837**	**1,227**	**186,786**	**942**	**136,967**	**710**	**109,823**	**608**	**104,497**
CB Radios, Total	**1,884**	**146,459**	**1,729**	**134,592**	**1,637**	**125,834**	**1,592**	**124,861**	**1,498**	**122,032**
Base Stations	140	13,286	152	14,425	160	16,034	155	15,850	161	16,382
Mobile Units	1,744	133,173	1,577	120,167	1,477	109,800	1,437	109,011	1,337	105,650
Cellular Telephones	**265**	**422,675**	**	**	**85**	**161,500**	**	**	**	**
Auto Security Systems	**1,028**	**256,945**	**	**	**	**	**	**	**	**
HOME OFFICE										
Calculators, Total	**31,318**	**727,258**	**33,166**	**930,499**	**31,400**	**945,726**	**30,895**	**925,351**	**29,030**	**902,240**
Hand-Held	25,750	283,250	27,825	465,512	26,500	471,700	26,023	458,694	24,492	456,265
Desk-Top	5,568	444,008	5,341	464,987	4,900	474,026	4,872	466,657	4,538	445,975
Electronic Typewriters	**2,038**	**446,213**	**850**	**185,300**	**650**	**154,050**	**350**	**109,200**	**	**
Personal Computers	**3,075**	**2,982,750**	**4,025**	**	**5,000**	**	**4,500**	**	**1,950**	**
Monitors	**950**	**190,000**	**	**	**	**	**	**	**	**
Printers	**1,568**	**1,071,461**	**	**	**	**	**	**	**	**
Personal Copiers	**269**	**238,623**	**	**	**	**	**	**	**	**
Facsimile Machines	**181**	**583,725**	**	**	**	**	**	**	**	**
ELECTRONICS FURNITURE										
Electronics Furniture, Total	**6,857**	**1,036,503**	**6,260**	**929,612**	**5,920**	**829,524**	**5,168**	**668,009**	**4,628**	**556,868**
Audio Component Racks	1,014	160,212	975	154,440	959	150,400	887	139,108	820	125,485
Audio/Video Centers	241	95,753	201	83,636	173	69,351	149	56,885	145	54,705
Home Computer Tables	874	165,410	838	150,094	680	119,762	400	62,620	150	23,250
Microwave Oven Carts	951	147,890	839	120,992	766	109,048	651	88,263	611	80,223
Stereo Carts	77	4,734	80	4,906	98	5,889	119	7,627	132	8,525
Television Carts	2,767	245,516	2,505	231,637	2,551	233,544	2,332	205,682	2,172	182,411
TV/VCR/Videodisc Player Carts	826	213,110	730	180,617	574	137,215	460	99,604	331	68,912
Videogame Carts	107	3,878	92	3,350	119	4,315	170	8,220	267	13,357
VIDEO GAMES										
Video Game Hardware	**2,336**	**204,955**	**	**	**3,125**	**194,188**	**6,280**	**487,768**	**6,542**	**846,862**
Video Game Cartridges	**9,850**	**180,058**	**	**	**51,250**	**765,163**	**68,320**	**1,699,802**	**61,000**	**1,525,000**
SPECIALTY RADIOS										
Specialty Radios, Total	**8,154**	**476,989**	**8,166**	**	**8,279**	**	**8,107**	**	**8,498**	**
Multi-Band	6,129	226,962	6,191	**	6,402	**	6,258	**	6,594	**
Weather-Band	1,082	37,852	1,055	**	1,066	**	1,069	**	1,075	**
Scanners	943	212,175	920	**	811	**	780	**	829	**
SATELLITE EARTH STATIONS										
Complete TVRO Systems	**255**	**512,952**	**630**	**1,386,000**	**450**	**1,309,500**	**	**	**	**
SOFTWARE										
AUDIO										
Blank Audiocassettes	**268,500**	**451,080**	**266,168**	**569,600**	**260,969**	**584,571**	**251,855**	**586,822**	**236,344**	**562,499**

*Category not broken out separately

**Category not reported

†All units include stereo radio

‡Includes changer

‡‡Excludes personal headphone type

Products	1986		1985		1984		1983		1982	
	Number Shipped (000)	Retail Value ($000)	Number Shipped (000)	Retail Value ($000)	Number Shipped (000)	Retail Value ($000)	Number Shipped (000)	Retail Value ($000)	Number Shipped (000)	Retail Value ($000)
SOFTWARE *Continued*										
VIDEO										
Blank Videotape, Total	**192,655**	**1,106,101**	**156,088**	**1,132,481**	**98,353**	**924,891**	**61,690**	**725,204**	**38,423**	**551,931**
Beta	29,024	170,369	27,897	209,506	25,392	224,465	15,870	175,364	12,207	158,691
VHS	162,631	923,742	128,191	922,975	72,961	700,426	45,820	549,840	26,216	393,240
8mm	1,000	11,990	**	**	**	**	**	**	**	**
Prerecorded Videotape, Total	**65,441**	**2,415,718**	**43,100**	**1,913,259**	**19,690**	**962,970**	**9,606**	**520,655**	**6,510**	**407,218**
Beta	6,707	246,229	7,430	300,618	4,922	221,224	2,633	131,492	1,960	113,288
VHS	58,234	2,160,489	35,670	1,612,641	14,768	741,746	6,973	389,163	4,550	293,930
8mm	500	9,000	**	**	**	**	**	**	**	**
Videodiscs, Laser	**10,040**	**325,999**	**7,200**	**	**6,000**	**	**5,368**	**	**3,745**	**
COMPUTER										
Blank Floppy Disks	**425,000**	**680,000**	**205,063**	**	**241,250**	**	**193,000**	**	**119,000**	**
Home Computer Software	**18,175**	**494,667**	**	**	**	**	**	**	**	**
TELEPHONE EQUIPMENT										
Corded Telephones	**23,768**	**1,006,083**	**22,403**	**982,676**	**22,930**	**894,437**	**15,058**	**1,167,591**	**5,521**	**471,939**
Cordless Telephones	**4,279**	**410,337**	**4,076**	**380,046**	**5,500**	**598,400**	**4,488**	**610,368**	**987**	**167,790**
Telephone Answering Equipment, Total	**4,856**	**535,020**	**3,306**	**371,165**	**2,628**	**298,015**	**2,094**	**263,844**	**868**	**131,936**
Telephone Answering Devices	3,584	370,555	3,306	371,165	2,628	298,015	2,094	263,844	868	131,936
Integrated Systems	1,272	164,465	*	*	*	*	*	*	*	*
VIDEO										
B&W TV, Total	**3,730**	**363,626**	**3,745**	**367,497**	**5,068**	**518,048**	**5,761**	**613,623**	**5,750**	**625,784**
Color TV, Total	**18,855**	**7,632,194**	**16,894**	**7,250,265**	**15,946**	**7,296,520**	**13,939**	**6,695,209**	**11,377**	**5,640,732**
Portable LCD	1,500	373,500	*	*	*	*	*	*	*	*
Portable (Non-LCD) & Table	14,652	5,494,313	13,904	5,305,210	12,936	5,239,727	11,131	4,696,503	8,928	3,883,501
Console & Combo	2,703	1,763,381	2,990	1,945,055	3,010	2,056,793	2,808	1,998,706	2,449	1,757,231
Projection TV	**315**	**663,910**	**261**	**436,922**	**192**	**346,725**	**142**	**284,924**	**117**	**277,242**
Monitor/Receiver, Color	**500**	**249,500**	**	**	**	**	**	**	**	**
Videocassette Recorders	**12,685**	**5,067,458**	**11,912**	**	**7,143**	**3,443,679**	**4,020**	**2,302,662**	**2,030**	**1,343,000**
Camcorders	**1,090**	**1,213,336**	*	**	*	*	*	*	*	*
Video Cameras	**181**	**118,284**	**402**	**266,309**	**484**	**380,347**	**410**	**357,992**	**284**	**265,443**
Video Cassette Players	**150**	**	**	**	**	**	**	**	**	**
Videodisc Players	**125**	**24,875**	**179**	**51,015**	**188**	**54,492**	**312**	**106,392**	**240**	**93,000**

IMPORTS/EXPORTS

IMPORTS HOME ELECTRONICS

Products	1986		1985		1984		1983		1982	
	Number Shipped (000)	Retail Value ($000)	Number Shipped (000)	Retail Value ($000)	Number Shipped (000)	Retail Value ($000)	Number Shipped (000)	Retail Value ($000)	Number Shipped (000)	Retail Value ($000)
VIDEO										
Antennas, TV	4,412	6,427	6,532	8,525	8,855	12,536	10,615	11,194	13,816	15,678
B&W TV (10" & under)	2,934	145,794	1,589	85,801	1,431	96,280	674	48,584	752	54,357
B&W TV (11-17")	2,332	93,161	2,511	115,292	3,788	170,128	3,772	175,705	3,843	206,054
B&W TV (18" & over)	48	11,756	88	14,112	121	16,978	203	21,496	142	15,435
Color TV (10" & under)	616	85,297	740	110,765	566	89,547	431	69,264	371	66,714
Color TV (11-17")	4,039	510,425	2,776	383,067	3,091	451,155	2,316	339,622	1,031	202,875
Color TV (18" & over)	4,792	780,213	4,630	471,368	2,711	482,038	2,017	339,563	746	214,122
TV, TOTAL	**14,761**	**1,626,646**	**12,334**	**1,180,405**	**11,714**	**1,306,726**	**9,413**	**999,234**	**6,885**	**759,557**
Videotape Recorders	18,216	4,543,425	16,765	4,304,000	9,387	2,862,407	4,765	1,615,473	2,469	1,047,910
Home Video Camera, B&W	233	77,535	196	52,044	119	38,503	80	21,139	84	17,255
Home Video Camera, Color	303	241,916	690	367,384	730	395,429	398	228,081	403	229,232
Picture Tubes, B&W	573	26,400	648	19,324	435	16,957	337	9,105	889	13,175
Picture Tubes, Color	2,322	105,908	1,711	84,675	793	46,466	674	38,640	627	38,602
AUDIO										
Antennas, CB	1,019	5,702	696	3,102	632	3,315	843	4,136	754	3,040
Antennas, Radio	11,563	63,465	9,844	46,182	9,745	52,203	10,668	36,448	9,399	29,224
Loudspeakers	71,165	391,394	64,257	365,889	44,290	278,226	57,693	222,658	69,335	231,608
Microphones	5,924	34,596	2,175	26,925	2,249	25,240	4,444	20,166	5,651	21,552
Audio Frequency/Electric Amplifiers	4,384	248,356	4,519	263,473	3,628	188,879	4,697	155,950	5,562	145,387
Headphone/Electric Sound Amplifier Sets	25,682	104,697	26,395	101,976	30,199	119,357	16,363	67,939	13,023	44,324

*Category not broken out separately **Category not reported †All units include stereo radio ‡Includes changer ‡‡Excludes personal headphone type

65TH ANNUAL STATISTICAL & MARKETING REPORT

Products	1986		1985		1984		1983		1982	
	Number Shipped (000)	Retail Value ($000)	Number Shipped (000)	Retail Value ($000)	Number Shipped (000)	Retail Value ($000)	Number Shipped (000)	Retail Value ($000)	Number Shipped (000)	Retail Value ($000)
AUDIO (Continued)										
Auto Transistor Radios	2,826	183,406	2,941	208,783	539	30,665	1,986	109,975	1,834	98,145
Clock Transistor Radios	13,996	138,661	13,031	156,914	15,571	196,932	12,121	163,791	8,433	115,004
AM Transistor Radios (Not Battery-Operated)	532	26,619	695	28,706	867	15,195	612	13,250	606	21,931
AM Transistor Radios (Battery-Operated)	3,073	10,006	4,854	25,238	5,784	30,328	4,530	14,497	4,647	16,229
FM AM/FM Multiband Transistor Radios (Not Battery-Operated)	2,656	172,715	3,358	190,007	3,007	192,642	2,467	174,260	2,150	167,914
FM AM/FM Multiband Transistor Radios (Battery Operated)	20,199	184,986	22,277	205,154	23,657	230,516	18,908	201,631	17,708	222,143
RADIOS, TOTAL	**43,282**	**716,393**	**47,156**	**814,802**	**49,425**	**686,278**	**40,624**	**677,404**	**35,578**	**641,366**
Radio/Phono Combos (including Consoles)	46	7,942	56	3,668	49	2,334	46	2,242	42	1,363
Radio/Phono/Tape Player Combos (Tape Player Trimode)	1,132	74,611	1,795	118,272	420	29,611	338	23,547	303	25,857
Automatic Record Changer	15	2,837	285	14,305	175	3,500	390	4,889	1,212	19,123
Stereo Phonos	51	4,306	354	19,653	247	14,990	105	9,024	96	8,503
Automatic Turntables	1,446	67,176	1,380	74,248	861	48,343	715	40,286	672	43,017
Turntables, Other	1,195	66,747	2,620	233,805	2,002	152,183	1,838	96,596	1,554	72,967
Compact Disc Players	3,266	408,134	*	*	*	*	*	*	*	*
Transceivers/CB	1,192	40,507	1,461	48,248	1,151	41,668	864	31,498	1,359	50,877
Tape Players, Auto	2,491	98,290	2,240	64,375	2,632	69,504	3,168	70,286	2,561	66,746
Tape Players, Other	5,038	76,968	5,918	106,134	6,155	112,734	4,394	89,836	3,741	118,085
Tape Recorders, Stereo (Cassette/Cartridge)	1,289	122,111	2,389	170,406	2,174	169,645	2,757	202,145	2,313	184,250
Tape Recorders, Stereo (Open Reel)	28	15,529	54	10,035	46	7,856	71	10,263	64	17,194
Tape Recorders, Mono (Cassette/Cartridge)	574	31,985	1,030	39,918	1,812	63,529	1,740	62,061	931	52,647
Tape Recorders, Mono (Open Reel)	15	3,953	18	4,999	23	10,311	16	6,958	31	10,114
Tape Recorders, Battery (Cassette/Cartridge)	2,756	94,484	2,750	111,277	3,891	133,474	4,621	124,280	6,323	154,662
Tape Recorders, Battery (Open Reel)	52	22,406	74	20,161	56	16,490	57	14,381	169	13,733
Radio-Tape Recorder Combos	9,539	327,337	17,393	704,773	15,474	680,987	11,260	533,633	10,491	535,425
Radio-Tape Player Combos	25,079	1,342,462	25,909	1,346,305	20,414	1,029,316	13,478	664,854	10,375	525,852
TAPE RECORDERS/PLAYERS, TOTAL	**46,861**	**2,135,525**	**57,775**	**2,578,383**	**52,677**	**2,293,906**	**41,562**	**1,778,697**	**36,999**	**1,678,708**
EXPORTS HOME ELECTRONICS										
Radios	1,562	96,239	1,251	84,867	1,300	106,953	1,021	85,094	1,171	83,240
TV, B&W	77	10,947	115	12,700	79	8,044	52	6,770	138	16,634
TV, Color	357	116,955	273	88,003	267	92,632	237	83,804	382	139,334
TV, Chassis & Kits	3,198	85,053		85,466	3,556	95,539	3,173	96,331		64,610
TV, TOTAL	**3,632**	**212,955**	**3,425**	**186,169**	**3,902**	**196,215**	**3,462**	**186,905**	**2,361**	**220,578**
Tape Recorders & Players	91	10,691	42	11,375	52	10,835	27	10,240	109	18,188

* Not broken out separately ** Dollars paid by importers excluding duty, freight, insurance, etc. SOURCE: U.S. Dept. of Commerce Bureau of the Census

ELECTRONICS HIGHLIGHTS

AUDIO/HIFI

Hifi component sales by type of outlet

	% of shipments		% change in units shipped
	1986	1985	1986/85
Appliance/TV Store	18.1	9.8	+ 129.1
Audio/Hifi Specialty Store	34.4	37.8	+ 12.9
Catalog Showroom	5.5	6.5	+ 4.9
Catalog Store/Mail Order	8.8	13.2	− 17.3
Department Store	8.9	9.8	+ 12.6
Discount Store	4.6	7.2	− 20.8
Electronics Specialty Store	14.1	9.5	+ 84.1
Hifi Salon	4.3	5.5	− 3.0
Other	1.3	0.7	+ 130.3
Total	100.0	100.0	+ 24.0

Based on 10,914,000 units for '86 and 8,800,000 for '85

Portable tape equipment sales by type of outlet

	% of shipments		% change in units shipped
	1986	1985	1986/85
Appliance/TV Store	13.9	17.5	− 12.9
Audio/Hifi Specialty Store	9.0	8.0	+ 23.4
Catalog Showroom	6.4	13.5	− 48.0
Catalog Store/Mail Order	12.4	14.5	− 6.2
Department Store	10.0	11.0	− 0.3
Discount Store	40.8	25.0	+ 79.0
Drug Store	4.1	5.5	− 18.2
Grocery Supermarket	0.7	—	—
Home Shopping Network	0.5	—	—
Price Club	1.0	—	—
Wholesale Club	0.5	—	—
Other	0.7	5.0	− 84.6
Total	100.0	100.0	+ 9.7

Based on 30,635,000 units for '86 and 27,934,000 for '85

Radio sales by type of outlet

	% of shipments		% change in units shipped
	1986	1985	1986/85
Appliance/TV Store	12.7	12.0	+ 16.5
Audio/Hifi Specialty Store	8.0	8.0	+ 10.1
Catalog Showroom	16.8	17.4	+ 6.3
Catalog Store/Mail Order	13.6	13.6	+ 10.1
Department Store	5.7	6.4	− 1.9
Discount Store	32.1	32.8	+ 7.8
Drug Store	5.3	5.4	+ 8.1
Furniture Store	0.6	0.6	+ 10.1
Home Shopping Network	0.8	—	—
Jewelry Store	0.6	0.6	− 10.1
Wholesale Club	1.5	—	—
Other	2.3	3.2	− 20.9
Total	100.0	100.0	+ 10.1

Based on 30,312,000 units for '86 and 27,528,000 for '85

MOBILE ELECTRONICS

Autosound

Based on 21,625,000 for '86 and 22,023,000 for '85

Autosound shipments by price range

	% of shipments		% change in units shipped
	1986	1985	1986/85
Under $50	5.9	2.6	+122.8
$50 - $89	9.3	13.0	−29.8
$90 - $129	37.6	25.0	+47.7
$130 - $179	25.9	30.6	−16.9
$180 - $249	12.3	13.4	− 9.9
$250 - $349	5.7	10.4	−46.2
$350 or more	3.3	5.0	−35.2
Total	100.0	100.0	− 1.8

Autosound aftermarket sales by type of outlet

	% of shipments		% change in units shipped
	1986	1985	1986/85
Appliance/TV Store	2.8	3.8	−27.6
Audio/Hifi Specialty Store	9.4	20.9	−55.8
Automotive Chain Store	16.8	11.8	+39.8
Car Stereo Specialist	33.7	19.9	+66.3
Catalog Showroom	2.8	4.2	−34.5
Catalog Store/Mail Order	2.2	10.2	−78.8
Department Store	1.0	3.2	−69.3
Discount Store	12.8	10.4	+20.9
Electronics Specialty Store	15.6	9.0	+70.2
New Car Dealer	1.0	5.6	+82.5
Price Club	1.2	—	—
Wholesale Club	0.4	—	—
Other	0.3	1.0	−70.5
Total	100.0	100.0	− 1.8

Radar Detectors

Radar detector sales by type of outlet

	% of shipments		% change in units shipped
	1986	1985	1986/85
Appliance/TV Store	3.0	3.0	+37.6
Automotive Supply Store	12.0	19.0	−13.1
Catalog Showroom	16.3	17.0	+31.9
Catalog Store/Mail Order	13.0	11.0	+62.6
CB Specialty Store	5.0	4.0	+72.0
Department Store	5.3	5.5	+32.6
Discount Store	12.0	13.0	+27.0
Electronics Specialty Store	8.7	10.0	+19.7
Home Shopping Network	1.7	—	—
Price Club	1.0	—	—
Truck Stop	14.5	14.0	+42.5
Wholesale Club	1.7	—	—
Other	5.8	3.5	+128.0
Total	100.0	100.0	+37.6

Based on 1,688,000 units for '86 and 1,227,000 for '85

SATELLITE EARTH STATIONS

Complete TVRO system sales by type of outlet

	% of shipments		% change in units shipped
	1986	1985	1986/85
Appliance/TV Store	18.9	18.6	−58.9
Audio/Hifi Specialty Store	1.5	1.7	−64.3
Catalog Showroom	1.5	1.7	−64.3
Catalog Store/Mail Order	1.4	1.5	−62.2
Department Store	2.7	2.6	−58.0
Discount Store	5.4	3.5	−37.6
Electronics Specialty Store	2.9	3.6	−67.4
Specialty Satellite Earth Station Dealer	62.9	65.8	−61.3
Other	2.8	1.0	+13.3
Total	100.0	100.0	−59.5

Based on 255,000 units for '86 and 630,000 for '85

HOME OFFICE

Home Computers

Based on 3,075,000 units for '86 and 4,025,000 for '85

Home computer shipments by price range

	% of shipments		% change in units shipped
	1986	1985	1986/85
Under $500	23.7	38.7	−53.2
$500 - $799	15.0	12.0	− 4.5
$800 - $999	19.3	13.7	+ 7.6
$1,000 - $1,499	20.0	19.0	−19.6
$1,500 - $1,999	11.0	4.0	+110.1
$2,000 - $2,999	11.0	12.6	−33.3
Total	100.0	100.0	−23.6

Home computer sales by type of outlet

	% of shipments		% change in units shipped
	1986	1985	1986/85
Appliance/TV Store	3.3	3.0	−16.0
Audio/Hifi Specialty Store	4.7	5.0	−28.2
Catalog Showroom	4.0	4.0	−23.6
Catalog Store/Mail Order	7.7	8.0	−26.5
Computer Specialty Store	42.3	42.0	−23.1
Department Store	7.4	7.3	−22.6
Discount Store	7.9	7.7	−21.6
Electronics Specialty Store	16.1	16.3	−24.5
Hobby/Toy Shop	3.3	4.0	−37.0
Home Shopping Network	0.7	—	—
Office Supplies Store	1.5	2.7	−57.6
Wholesale Club	1.1	—	—
Other	0.0	0.0	—
Total	100.0	100.0	−23.6

Calculators

Calculator sales by type of outlet

	% of shipments		% change in units shipped
	1986	1985	1986/85
Appliance/TV Store	1.5	2.0	−29.2
Book Store	1.5	2.0	−29.2
Catalog Showroom	8.5	12.5	−35.8
Catalog Store/Mail Order	19.5	20.5	−10.2
Department Store	4.3	7.5	−45.9
Discount Store	35.0	36.0	− 8.2
Drug Store	3.0	6.0	−52.8
Electronics Specialty Store	11.0	6.0	+73.1
Office Supplies Store	7.5	7.0	+ 1.2
Wholesale Club	8.0	—	—
Other	0.2	0.5	−62.2
Total	100.0	100.0	− 5.6

Based on 31,318,000 units for '86 and 33,166,000 for '85

Electronic Typewriters

Electronic typewriter sales by type of outlet

	% of shipments		% change in units shipped
	1986	1985	1986/85
Appliance/TV Store	3.2	3.2	+139.8
Audio/Hifi Specialty Store	2.2	2.2	+139.8
Catalog Showroom	26.5	30.0	+111.8
Catalog Store/Mail Order	17.8	18.5	+130.7
Department Store	7.0	10.8	+ 55.4
Discount Store	21.5	19.0	+171.3
Electronics Specialty Store	3.0	3.3	+118.0
Home Shopping Network	2.5	0.8	+649.3
Office Machines Store	5.0	5.0	+139.8
Wholesale Club	9.3	5.2	+328.8
Other	2.0	2.0	+139.8
Total	100.0	100.0	+139.8

Based on 2,038,000 units for '86 and 850,000 for '85

ELECTRONICS FURNITURE

Electronics furniture sales by type of outlet

	% of shipments		% change in units shipped
	1986	1985	1986/85
Appliance/TV Store	15.5	22.5	−24.5
Audio/Hifi Specialty Store	18.1	10.3	+92.5
Catalog Showroom	7.6	12.8	−35.0
Catalog Store/Mail Order	5.7	9.2	−32.1
Department Store	24.7	19.2	+40.9
Computer Specialty Store	0.7	1.0	−23.3
Discount Store	13.7	4.2	+257.3
Electronics Specialty Store	6.8	10.5	−29.1
Furniture Store	2.7	3.0	− 1.4
Microwave Oven Specialty Store	1.3	1.8	−20.9
Video Specialty Store	3.2	5.5	−36.3
Other	0.0	0.0	—
Total	100.0	100.0	+ 9.5

Based on 6,857,000 units for '86 and 6,260,000 for '85

TELEPHONE EQUIPMENT

Telephone sales by type of outlet

	% of shipments		% change in units shipped
	1986	1985	1986/85
Appliance/TV Store	5.8	6.0	+ 2.4
Audio/Hifi Specialty Store	4.5	5.5	−13.3
Catalog Showroom	14.0	13.0	+14.1
Catalog Store/Mail Order	9.8	12.5	−17.0
Department Store	14.3	15.0	+ 1.0
Discount Store	24.0	26.0	− 2.2
Drug Store	0.7	—	—
Electronics Specialty Store	11.0	7.0	+66.4
Grocery Supermarket	0.5	—	—
Home Shopping Network	0.5	—	—
Phone Specialist	11.0	12.0	− 2.9
Wholesale Club	1.7	—	—
Other	2.2	3.0	−22.3
Total	100.0	100.0	+ 5.9

Based on 28,047,000 units for '86 and 26,479,000 for '85

Telephone answering equipment sales by type of outlet

	% of shipments		% change in units shipped
	1986	1985	1986/85
Appliance/TV Store	4.2	4.0	+54.2
Audio/Hifi Specialty Store	4.8	5.7	+23.7
Catalog Showroom	15.0	15.0	+46.9
Catalog Store/Mail Order	8.9	10.7	+22.2
Department Store	15.5	16.7	+36.3
Discount Store	22.2	22.6	+44.3
Drug Store	0.7	—	—
Electronics Specialty Store	13.2	11.0	+76.3
Grocery Supermarket	0.5	—	—
Home Shopping Network	0.7	—	—
Office Supplies Store	3.0	3.0	+46.9
Phone Specialist	7.8	8.0	+43.2
Wholesale Club	1.8	—	—
Other	1.7	3.3	−24.3
Total	100.0	100.0	+46.9

Based on 4,856,000 units for '86 and 3,306,000 for '85

Corded telephone shipments by type

	% of shipments		% change in units shipped
	1986	1985	1986/85
Standard	45.7	55.4	− 12.5
One-Piece	9.6	17.6	− 42.1
Decorator	12.0	10.3	+ 23.6
Full-Featured	32.7	16.7	+107.7
Total	100.0	100.0	+ 6.1

Based on 23,768,000 units for '86 and 22,403,000 for '85

SOFTWARE

Audio

Based on 268,500,000 units for '86 and 266,168,000 for '85

Blank audiocassette sales by type of outlet

	% of shipments		% change in units shipped
	1986	1985	1986/85
Appliance/TV Store	6.7	8.2	-17.6
Audio/Hifi Specialty Store	9.3	12.0	-21.8
Camera Store	1.1	1.4	-20.7
Catalog Showroom	2.9	3.6	-18.7
Catalog Store/Mail Order	2.3	2.8	-17.1
Convenience Store	1.2	—	—
Department Store	4.7	6.2	-23.5
Discount Store	32.9	28.8	+15.2
Drug Store	5.9	5.8	+2.6
Electronics Specialty Store	9.5	10.6	-9.6
Grocery Supermarket	4.0	—	—
Record Store	12.8	9.4	+37.4
Other	6.7	11.2	-39.7
Total	100.0	100.0	+0.9

Blank audiocassette shipments by type

	% of shipments		% change in units shipped
	1986	1985	1986/85
Premium (high-coercivity ferrite, cobalt ferrite, etc.)	54.9	58.5	-5.3
Promotional	45.1	41.5	+9.6
Total	100.0	100.0	+0.9

Video

Blank videotape sales by type of outlet

	% of shipments		% change in units shipped
	1986	1985	1986/85
Appliance/TV Store	11.0	16.2	-16.2
Audio/Hifi Specialty Store	7.5	9.8	-5.5
Camera Store	3.5	4.0	+8.0
Catalog Showroom	5.0	4.6	+34.2
Catalog Store/Mail Order	3.5	5.8	-25.5
Convenience Store	1.3	—	—
Department Store	5.0	5.0	+23.4
Discount Store	35.0	29.8	+45.0
Drug Store	5.0	—	—
Film Processors	1.3	2.4	-33.1
Grocery Supermarket	5.0	—	—
Prerecorded Video Specialist	5.7	11.2	-37.2
Record Store	6.0	6.2	+19.4
Other	5.2	5.0	+28.4
Total	100.0	100.0	+23.4

Based on 192,655,000 units for '86 and 156,088,000 for '85

Prerecorded videotape sales by type of outlet

	% of shipments		% change in units shipped
	1986	1985	1986/85
Appliance/TV Store	3.5	5.0	+6.3
Audio/Hifi Specialty Store	1.5	1.0	+127.8
Bookstore	7.8	—	—
Camera Store	0.8	1.0	+21.5
Catalog Showroom	1.2	1.0	+82.2
Catalog Store/Mail Order	7.7	4.0	+192.3
Convenience Store	3.0	—	—
Department Store	3.8	1.0	+477.0
Discount Store	18.2	7.0	+294.8
Drug Store	2.0	—	—
Grocery Supermarket	3.2	—	—
Record Store	5.8	8.0	+10.1
Video Specialty Store (VSDA)	41.5	70.0	-10.0
Other	0.0	2.0	-100.0
Total	100.0	100.0	+51.8

Based on 65,441,000 units for '86 and 43,100,000 for '85

Blank VHS videotape shipments by grade

	% of shipments		% change in units shipped
	1986	1985	1986/85
Standard	91.5	94.9	+22.3
High-grade	8.5	5.1	+111.4
Total	100.0	100.0	+26.9

Based on 162,631,000 units for '86 and 128,191,000 for '85

Blank Beta videotape shipments by grade

	% of shipments		% change in units shipped
	1986	1985	1986/85
Standard	91.7	95.6	-0.2
High-grade	8.3	4.4	+96.3
Total	100.0	100.0	+4.0

Based on 29,024,000 units for '86 and 27,897,000 for '85

Videodisc sales by type of outlet

	% of shipments		% change in units shipped
	1986	1985	1986/85
Appliance/TV Store	10.0	30.0	-53.5
Audio/Hifi Specialty Store	30.0	30.0	+39.4
Bookstore	3.0	—	—
Department Store	8.0	—	—
Record Store	37.5	30.0	+74.3
Video Specialty Store (VSDA)	11.5	10.0	+60.4
Other	0.0	0.0	—
Total	100.0	100.0	+39.4

Based on 10,040,000 units for '86 and 7,200,000 for '85

Prerecorded videotape shipments by type

	% of shipments		% change in units shipped
	1986	1985	1986/85
X-Rated	5.0	8.6	-11.7
Original Programming	1.8	2.5	+9.3
General Interest		88.9	+59.2
Movies	59.7	*	
Childrens	9.0	*	
Classical	12.0	*	
Documentaries	0.6	*	
Exercise	4.3	*	
How-To	2.7	*	
Music	3.1	*	
Sports	1.0	*	
Travel	0.8	*	
Total	100.0	100.0	+51.8

Based on 65,441,000 units for '86 and 43,100,000 for '85
*** Not broken out separately**

VIDEO

Color TV

Color TV shipments by control type

	% of shipments		% change in units shipped
	1986	1985	1986/85
With Remote Control	57.7	48.8	+32.0
Without Remote Control	42.3	51.2	-7.8
Total	100.0	100.0	+11.6

Color TV shipments by cable compatibility

	% of shipments		% change in units shipped
	1986	1985	1986/85
Cable Compatible	70.0	63.8	+22.5
Non-Cable Compatible	30.0	36.2	-7.5
Total	100.0	100.0	+11.6

Console color TV sales by furniture style

	% of shipments		% change in units shipped
	1986	1985	1986/85
Early American	21.2	21.2	-9.6
French Provincial	2.0	2.0	-9.6
Mediterranean	26.2	26.2	-9.6
Modern (Contemporary)	46.4	46.4	-9.6
Other	4.2	4.2	-9.6
Total	100.0	100.0	-9.6

Based on 2,703,000 units for '86 and 2,990,000 for '85

Color TV sales by type of outlet

	% of shipments		% change in units shipped
	1986	1985	1986/85
Appliance/TV Store	38.2	44.0	-3.0
Audio/Video Specialty Store	8.6	—	—
Catalog Showroom	2.1	2.0	+17.2
Catalog Store/Mail Order	10.1	13.4	-15.9
Department Store	13.8	13.2	+16.7
Discount Store	13.2	11.4	+29.2
Drug Store	0.3	—	—
Furniture Store	4.0	5.8	-23.0
Grocery Supermarket	0.1	—	—
Home Shopping Network	0.2	—	—
Price Club	0.3	—	—
Video Specialty Store (VSDA)	4.2	6.4	-26.8
Wholesale Club	1.7	—	—
Other	3.2	3.8	-6.0
Total	100.0	100.0	+11.6

Based on 18,855,000 units for '86 and 16,894,000 for '85

Console and combo color TV shipments by screen size

	% of shipments		% change in units shipped
	1986	1985	1986/85
25 inch & under	82.0	98.2	-24.5
26 inch & over	18.0	1.8	+804.0
Total	100.0	100.0	-9.6

Based on 2,703,000 units for '86 and 2,990,000 for '85

Portable and table color TV shipments by screen size

	% of shipments		% change in units shipped
	1986	1985	1986/85
8 inch & under	2.2	2.4	+6.5
9-12 inch	4.1	5.0	-4.7
13-14 inch	25.3	28.4	+3.5
15-18 inch	0.3	0.7	-50.2
19 inch	40.0	39.2	+18.5
20-24 inch	13.0	11.3	+33.6
25 inch	7.2	6.2	+34.9
26 inch & over	7.9	6.8	+35.0
Total	100.0	100.0	+16.2

Based on 16,152,000 units for '86 and 13,904,000 for '85

Black & White TV

Based on 3,730,000 units for '86 and 3,745,000 for '85

B&W TV sales by type of outlet

	% of shipments		% change in units shipped
	1986	1985	1986/85
Appliance/TV Store	21.6	21.6	-0.4
Catalog Showroom	6.2	6.2	-0.4
Catalog Store/Mail Order	20.2	20.2	-0.4
Department Store	14.6	14.6	-0.4
Discount Store	32.2	32.2	-0.4
Furniture Store	1.2	1.2	-0.4
Other	4.0	4.0	-0.4
Total	100.0	100.0	-0.4

B&W TV shipments by screen size

	% of shipments		% change in units shipped
	1986	1985	1986/85
10 inch & under	55.5	40.1	+37.8
Over 11 inch	44.5	59.9	-26.0
Total	100.0	100.0	-0.4

B&W TV shipments by power source

	% of shipments		% change in units shipped
	1986	1985	1986/85
Battery-powered	44.2	40.3	+9.2
Non-battery-powered	55.8	59.7	-6.9
Total	100.0	100.0	-0.4

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VIDEO *(Continued)*

Videocassette Recorders

Based on 12,685,000 units for '86 and 11,612,000 for '85

VCR sales by type of outlet

	% of shipments		% change in units shipped
	1986	1985	1986/85
Appliance/TV Store	19.1	32.3	−35.4
Audio/Hifi Specialty Store	17.9	13.7	+42.7
Catalog Showroom	3.4	2.7	+37.6
Catalog Store/Mail Order	9.0	12.0	−18.1
Department Store	10.9	7.7	+54.6
Discount Store	13.9	11.3	+34.4
Drug Store	1.5	—	—
Grocery Supermarket	1.5	—	—
Home Shopping Network	1.5	—	—
Price Club	1.5	—	—
Video Specialty Store	11.9	17.8	−27.0
Wholesale Club	2.0	—	—
Other	5.9	2.5	+157.8
Total	100.0	100.0	+ 9.2

VCR shipments by format

	% of shipments		% change in units shipped
	1986	1985	1986/85
Beta	9.5	12.4	−16.3
VHS	90.0	87.6	+12.2
8mm	0.5	—	—
Total	100.0	100.0	+ 9.2

VCR shipments by portability

	% of shipments		% change in units shipped
	1986	1985	1986/85
Portable	2.7	8.1	−63.6
Tabletop	97.3	91.9	+15.7
Total	100.0	100.0	+ 9.2

Projection TV

Projection TV sales by type of outlet

	% of shipments		% change in units shipped
	1986	1985	1986/85
Appliance/TV Store	36.1	22.1	+97.1
Audio/Hifi Specialty Store	13.6	23.0	−28.6
Catalog Showroom	0.7	1.3	−35.0
Catalog Store/Mail Order	2.0	2.0	+20.7
Department Store	10.7	9.0	+43.5
Discount Store	1.4	2.8	−39.7
Furniture Store	1.2	2.5	−42.1
Video Specialty Store	32.9	35.8	+10.9
Other	1.4	1.5	+12.6
Total	100.0	100.0	+20.7

Based on 315,000 for '86 and 261,000 for '85

VIDEO GAMES

Video game hardware sales by type of outlet

	% of shipments		% change in units shipped
	1986	1985	1986/85
Appliance/TV Store	2.7	3.2	+114.9
Audio/Hifi Specialty Store	4.3	3.2	+242.3
Catalog Showroom	11.1	9.1	+210.7
Catalog Store/Mail Order	9.1	8.6	+169.6
Department Store	2.3	4.0	+ 46.5
Discount Store	5.3	14.3	− 5.6
Drug Store	2.7	3.0	+129.3
Electronics Specialty Store	4.8	3.3	+270.5
Hobby/Toy Store	55.5	49.3	+186.8
Video Specialty Store	2.2	2.0	+180.2
Other	0.0	0.0	—
Total	100.0	100.0	+154.7

Based on 2,336,000 units for '86 and 917,000 for '85

PEOPLE ON THE MOVE

Shimozato

Bennett

Flynn

Aclander

Mitsubishi Electric Sales America names three staff members to its new Akai Division. **T. Don Shimozato** appointed VP and general manager, **Gary Bennett** is named VP of sales and **Jeffrey Saake** becomes national marketing manager.

Sony Corp. names **Shinichi Takagi** president, consumer video products div. **James Raphael** becomes midwest regional manager for Sony Magnetic Products Co.

Uniden Corp. of America appoints **John Okazaki** president and names **Samuel Nichols** corporate VP of sales. **Hiroyasu Kunieda** named president of Uniden Corp. of Japan, succeeding **Hidero Fujimoto** who becomes chairman of the Uniden Group.

Nigel Andrews named General Electric's VP of business development and planning. He succeeds **Michael Carpenter** who was recently named executive VP at General Electric Credit Corp.

Cobra promotes **Michael Farland** to special markets manager and **Bill Howells** to western regional manager.

Tom Anderson appointed national sales and marketing manager of Sunkyong's audio tape div.

Denon America names **Joe Kozlowski** to the newly-created position of national sales manager, compact disc software div.

Marvin Squire named VP of marketing, Sega of America; **Nick Vergis** becomes national sales director.

Panasonic promotes **Rusty Bennett** to assistant general manager of the sales support div./consumer electronics group. **Gary Bailer** becomes group marketing manager, peripherals for the Panasonic office automation group computer products div.

Fred Aclander joins Sharp Electronics Corp.'s consumer video div. as marketing manager of color TV.

Gary McGriff becomes marketing manger for Heath Zenith Consumer Electronics Corp., a subsidiary of Zenith Electronics Corp.

BASF names **Bill Flynn** director of audio/video marketing.

Boston Acoustics appoints **Richard Frank** director of marketing and **Fred Pinkerton** national sales manager.

Jack Debiasio named manager of product planning at Clarion Corp. of America.

Shure Brothers, Inc. appoints **Duncan Kennedy** marketing manager.

STAT WATCH

TOTAL U.S. MARKET STATISTICS

Sales to Retailers
December 1986 vs. December 1985
(In Units)

	December 1986	December 1985	Percent Change	Year-to-date 1986	Year-to-date 1985	Percent Change
TELEVISION						
Color	1,881,074	1,677,968	+12.1	18,204,156	16,995,667	+ 7.1
Monochrome	429,186	462,795	− 7.3	3,958,925	3,753,860	+ 5.5
TOTAL TV*	**2,310,260**	**2,140,763**	**+ 7.9**	**22,163,081**	**20,749,527**	**+ 6.8**
Projection TV	26,546	36,389	−27.0	304,272	265,645	+14.5
Home VCR	1,638,771	1,532,403	+ 6.9	13,174,183	11,853,118	+11.1
Camcorders**	181,278	146,876	+23.4	1,168,768	516,698	+126.2

Information contained in this release reflects total market statistics for products produced and/or sold in the United States regardless of the brand name or country of origin.

*Excludes projection television

**Included in Home VCR

Source: Electronics Industries Association Consumer Electronics Group.

PEOPLE ON THE MOVE

Swanger

Creagan

Sterling Swanger, senior VP and chief manufacturing officer on Maytag's corporate staff, retires. He will also retire from the board of directors but continue to serve as a consultant. **C. Wayne Creagan**, promoted to head of the newly created diversified products div. which includes Magic Chef air conditioners.

Roper Sales Corp. names **David Rohde** sales and promotional manager and **Kevin Robertson** product manager.

Klaus Nickel becomes VP, consumer goods div., AEG Corp.

Theodore Rosen named president and COO of Raymond Rosen Co., a Philadelphia-based wholesale distributor.

Whirlpool Corp. announces several appointments: **Ed Pollock**, named director, microwave cooking products; **Chuck Proctor**, becomes national director, Whirlpool sales divisions; **Glenn Zerler**, appointed division VP, KitchenAid sales and distribution; and **Dick Herrmann** named division VP, Whirlpool retail marketing.

STAT WATCH

MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
December, 1986

	December 1986	December 1985	Percent Change	Calendar Year to Date		Percent Change
				1986	1985	
ALL MAJOR APPLIANCES*	**3,608.9**	**2,984.7**	**+20.9**	**45,071.9**	**41,797.2**	**+ 7.8**
COOKING — TOTAL	**1,454.8**	**1,110.1**	**+31.1**	**15,578.2**	**13,820.5**	**+12.7**
Electric Ranges — Total	283.1	255.3	+10.9	3,318.2	3,141.7	+ 5.6
Free Standing	227.4	213.0	+ 6.8	2,720.5	2,567.5	+ 6.0
Built-In	55.6	42.3	+31.4	597.7	574.2	+ 4.1
Microwave Ovens/Ranges**	1,188.3	871.3	+36.4	12,444.4	10,883.0	+14.3
HOME LAUNDRY — TOTAL	**841.3**	**702.2**	**+19.8**	**10,009.3**	**9,192.1**	**+ 8.9**
Automatic Washers	484.7	389.1	+24.6	5,764.6	5,278.6	+ 9.2
Dryers — Total	356.6	313.1	+13.9	4,244.7	3,913.5	+ 8.5
Electric	276.7	244.9	+13.0	3,308.7	3,079.8	+ 7.4
Gas	79.8	68.1	+17.2	936.0	833.7	+12.3
KITCHEN CLEAN UP — TOTAL	**694.2**	**613.3**	**+13.2**	**8,380.9**	**7,857.9**	**+ 6.7**
Disposers	337.6	303.4	+11.3	4,268.6	4,105.3	+ 4.0
Dishwashers — Total	337.5	293.8	+14.9	3,918.2	3,575.4	+ 9.6
Built-In	311.1	267.1	+16.5	3,662.7	3,327.2	+10.1
Portable	26.4	26.7	− 1.1	255.4	248.2	+ 2.9
Compactors	19.1	16.2	+17.9	194.2	177.2	+ 9.6
FOOD PRESERVATION — TOTAL	**506.7**	**472.3**	**+ 7.3**	**7,732.6**	**7,316.4**	**+ 5.7**
Refrigerators	434.3	397.6	+ 9.2	6,510.4	6,080.5	+ 7.1
Freezers — Total	72.4	74.7	− 3.1	1,222.2	1,235.8	− 1.1
Chest	41.6	38.9	+ 6.9	661.1	634.2	+ 4.2
Upright	30.8	35.8	−14.0	561.2	601.6	− 6.7
HOME COMFORT — TOTAL	**112.0**	**86.7**	**+29.2**	**3,370.9**	**3,610.3**	**− 6.6**
Room Air Conditioners	92.4	76.7	+20.5	2,815.7	3,021.9	− 6.8
Dehumidifiers	19.6	10.0	+96.0	555.3	588.4	− 5.6
GAS RANGES***	**182.5**	**157.6**	**+15.8**	**1,961.5**	**1,828.4**	**+ 7.3**

*Numbers do not add because of overlapping product categories.

**Includes U.S. produced and imported microwave ovens and combination microwave ovens/ranges.

***Source: GAMA. Not included in cooking total or total shipments.

April 1987/$7.00

Dealerscope Merchandising

The Marketing Magazine for Consumer Electronics and Major Appliance Retailing

The WINNERS!

PRIDE AWARDS 1987

NORMAN ROZAK
Columbia Audio/Video – Highland Park, IL

EROL ONARAN
Erol's Inc. – Springfield, VA

JOSE "PEPE" SAUMAT
Kaufman & Roberts – Hialeah, FL

JULIUS & SOL KRETZER
Kretzer's – Mobile, AL

ADAM LEVIN
Mace Electronics – Erie, PA

BOB SKIDMORE
Media Concepts/Video Corner – St. Petersburg, FL

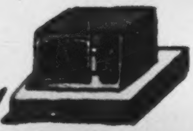
TOM PETERSON
Tom Peterson's, Inc. – Portland, OR

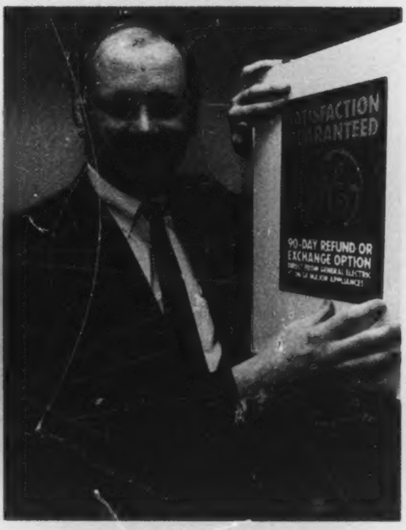
JERRY SHULMAN
Wall To Wall Sound & Video – Cinnaminson, NJ

April 1987
Vol. 29, No. 4

Dealerscope Merchandising

The Marketing Magazine for Consumer Electronics and Major Appliance Retailing





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PEOPLE ON THE MOVE

Kalov

Hackendahl

Robert O'Neil resigns as executive VP of Hitachi Sales Corp. O'Neil will remain on the board of directors. **Irv Fulton** promoted to senior VP.

Wallace Fraser becomes Quasar marketing general manager, a new post. He had been appliance div. general manager.

Dynascan America announces Marantz appointments: **Jerry Kalov** to CEO of Marantz while he remains pres., CEO of Dynascan; **Fred Hackendahl** to pres., COO of Marantz.

Blaupunkt names *Reese Haggott* as consultant on marketing, sales and distribution. Haggott had been VP at Alpine.

Clinton Michaelis named president of Sony Manufacturing Co. of America.

Tom Anderson named national sales and marketing manager for SKC Audio Tape div.; he had been with Kenwood.

Samsung Electronics America appoints **Il Tae Kim** executive VP.

CBS/Fox Video names **Stephen Poe** senior VP, programming and acquisitions. **Leonard White** resigns as CBS/Fox consumer products president to join Orion Home Entertainment as president, COO.

Steve Jarmus becomes international VP, MCA Home Entertainment Group.

Barbara Javitz joins Embassy Home Entertainment as senior VP, programming. Also, **Cathy Doyle** and **Michael Hitchcock** promoted to directors, acquisitions.

National Video appoints **Robert F. Cook** managing director, PPT distribution division.

Sansui Electronics names **Hiro Higashiomori** president, COO, succeeding **Tom Yoda** who will remain on the board of Sansui's U.S. subsidiary.

dbx North America names **A.J. Menozzi** president/general manager.

Menozzi

Donaldson

Nintendo of America names **Bruce Donaldson** VP, sales.

Bill Polich becomes VP, key accounts at HBO/Cannon Video.

Konica U.S.A. names **William Reilly** consumer products unit VP.

Cal Roberts to VP, compact disc marketing at LaserVideo, from senior VP, operations marketing at CBS Records.

STAT WATCH

TOTAL U.S. MARKET STATISTICS
Sales to Retailers
Month and Year-to-date January 1986-1987
(In Units)

	Month & Year-to-date January 1987	Month & Year-to-date January 1986	Percent Change
TELEVISION			
Color	1,363,282	1,322,401	+ 3.1
Monochrome	259,994	333,532	−22.0
TOTAL TV*	**1,623,276**	**1,655,933**	**− 2.0**
Color TV with Integral MTS** (Built-in stereo)	232,226	221,108	+ 5.0
Projection TV	21,266	24,450	−13.0
Home VCR	1,149,490	973,763	+18.0
Camcorders***	85,933	60,076	+43.0

Information contained in this release reflects total market statistics for products produced and/or sold in the United States regardless of the brand name or country of origin.

*Excludes projection television
**Included in color television
***Included in Home VCR
Source: Electronics Industries Association Consumer Electronics Group.

Dealerscope Merchandising's 65th Annual — Part II

STATISTICAL & MARKETING REPORT

THE DEALERSCOPE MERCHANDISING 65th Annual Statistical and Marketing Report has been organized into data on consumer electronics and major appliances, plus a market profile. This second and final part of the report contains five-year and one-year tables for major appliances, and a market profile.

The data is based on information provided by leading manufacturers. The dollar figures cited are not sales figures but rather estimated retail sales figures for the products shipped from factories in 1986.

In mailed questionnaires and telephone interviews, survey participants were asked to give their best estimates of the percent change in the number of units shipped industrywide for each line of merchandise. For this report, the change requested was for 1986 vs. 1985. Where a potential respondent disagreed with the 1985 estimate (published in DEALERSCOPE MERCHANDISING's March and April 1986 issues), the respondent was asked for a "corrected" 1985 figure. Respondents were advised that "shipments" as used in this study include products imported from foreign companies but exclude products exported by U.S. manufacturers.

The number of units shipped in a particular year, therefore, represents the shipments of products available for sale in the U.S.

Readers are cautioned that all information published in this 65th annual report is based on consensus rather than census. The questions asked of respondents referred to their opinions of industrywide changes rather than to individual company performances. The manufacturers were not asked for the annual changes in their own company's shipments or in retail prices of their own brand of merchandise. Instead, they were asked to indicate how much the overall total shipments had changed percentage-wise, and what changes there were in the average retail prices for the product category on which they were reporting.

The editors are grateful to the many manufacturers and trade associations who provided their help.

MAJOR APPLIANCES

5 YEAR TABLES

	1986		1985		1984		1983		1982	
Products	Number Shipped (000)	Retail Value ($000)	Number Shipped (000)	Retail Value ($000)	Number Shipped (000)	Retail Value ($000)	Number Shipped (000)	Retail Value ($000)	Number Shipped (000)	Retail Value ($000)
AIR TREATMENT APPLIANCES										
Air Cleaners, Electronic, Total	**237**	**108,374**	**226**	**98,710**	**220**	**94,732**	**196**	**82,032**	**178**	**72,354**
Portable (Room-Type)***	73	22,571	70	20,707	69	20,050	61	17,209	55	15,455
Central & Duct-Mounted	164	85,803	156	78,003	151	74,682	135	64,823	123	56,899
Air Conditioners, Room	**2,694**	**1,142,238**	**2,900**	**1,285,860**	**2,929**	**1,293,534**	**1,829**	**804,522**	**2,505**	**1,069,843**
Dehumidifiers	**550**	**92,646**	**586**	**106,265**	**587**	**107,198**	**437**	**79,643**	**435**	**77,776**
Total Air Treatment	**3,481**	**1,343,258**	**3,712**	**1,490,835**	**3,736**	**1,495,464**	**2,462**	**966,197**	**3,118**	**1,219,973**
KITCHEN APPLIANCES										
CLEANUP APPLIANCES										
Dishwashers, Total	**3,824**	**1,541,546**	**3,512**	**1,416,284**	**3,428**	**1,367,743**	**3,054**	**1,205,383**	**2,181**	**846,096**
Portable	247	104,017	249	106,059	245	102,3[illegible]	267	113,771	235	98,754
Undercounter & Other	3,577	1,437,529	3,263	1,310,225	3,183	1,265,433	2,787	1,091,612	1,946	747,342
Disposers, Food Waste	**4,196**	**494,037**	**4,068**	**468,715**	**4,052**	**465,939**	**3,514**	**395,009**	**2,693**	**293,052**
Trash Compactors	**187**	**61,193**	**175**	**55,312**	**178**	**55,159**	**152**	**46,406**	**145**	**42,689**
COOKING APPLIANCES										
Microwave Ovens, Total	**12,658**	**3,600,951**	**10,633**	**3,468,407**	**9,020**	**3,262,151**	**6,006**	**2,586,182**	**4,201**	**1,979,006**
Countertop Only	11,010	2,719,784	9,163	2,594,870	7,700	2,422,882	4,951	1,832,811	3,334	1,327,098
Over-the-Range Only	1,005	356,123	900	348,345	783	336,807	570	281,757	460	250,978
Combination Units	278	304,657	314	322,885	309	317,496	290	297,420	245	247,930
Microwave/Convection	365	220,387	256	202,307	228	184,966	195	174,194	162	153,000
Ranges, Electric, Total†	**3,532**	**1,589,181**	**3,218**	**1,517,307**	**3,164**	**1,476,969**	**2,839**	**1,299,044**	**2,041**	**901,755**
Freestanding†	2,701	1,258,521	2,550	1,216,707	2,503	1,182,467	2,210	1,021,573	1,590	706,707
All Other†	831	330,660	668	300,600	661	294,502	629	277,471	451	195,048
Ranges, Gas, Total	**1,895**	**860,755**	**1,807**	**821,371**	**1,736**	**785,236**	**1,578**	**694,995**	**1,383**	**584,773**
Freestanding†	1,700	761,628	1,620	710,143	1,536	666,655	1,395	588,969	1,220	493,844
High-Oven	90	67,241	86	63,038	93	68,033	87	61,910	78	53,371
Built-In†	105	51,886	101	48,190	107	50,548	96	44,116	85	37,558

*** Retailing for $200 or more

† Includes microwave oven combinations

Products	1986 Number Shipped (000)	1986 Retail Value ($000)	1985 Number Shipped (000)	1985 Retail Value ($000)	1984 Number Shipped (000)	1984 Retail Value ($000)	1983 Number Shipped (000)	1983 Retail Value ($000)	1982 Number Shipped (000)	1982 Retail Value ($000)
KITCHEN APPLIANCES *(Continued)*										
Ranges, Smoothtop	91	61,432	86	55,847	94	60,437	104	65,879	103	63,654
REFRIGERATOR/FREEZER										
Freezers (10 cu. ft. & over), Total	1,154	517,842	1,140	546,095	1,114	544,515	1,166	568,077	1,290	621,105
Chest	612	266,173	585	269,311	572	268,697	617	289,256	719	335,399
Upright	542	251,669	555	276,784	542	275,818	549	278,821	571	285,706
Refrigerators (6.5 cu. ft. & over)	6,284	4,299,932	5,874	4,121,081	5,731	4,000,754	5,255	3,607,137	4,365	2,937,470
(- Duplication)‡	(369)	(366,089)	(400)	(378,732)	(403)	(377,933)	(394)	(363,299)	(348)	(311,584)
Total Kitchen Appliances	33,452	12,680,780	30,113	12,091,687	28,114	11,640,970	23,274	10,104,813	18,054	7,958,016
HOME LAUNDRY										
Dryers, Total (25' or more in width)	4,114	1,451,821	3,701	1,325,534	3,484	1,259,351	3,111	1,102,076	2,612	897,860
Electric	3,181	1,103,075	2,871	1,011,080	2,734	972,566	2,456	856,530	2,026	682,681
Gas	933	348,746	830	314,454	750	286,785	655	245,546	586	215,179
Washers (25 in. or more in width)	5,430	2,379,867	4,925	2,230,502	4,711	2,154,404	4,315	1,931,793	3,791	1,640,534
Automatic & Semi-Automatic	5,397	2,370,767	4,888	2,220,423	4,673	2,144,206	4,264	1,918,160	3,714	1,620,492
Wringer & Spinner	33	9,100	37	10,079	38	10,198	51	13,633	77	20,042
Total Home Laundry	9,544	3,831,688	8,626	3,556,036	8,195	3,413,755	7,426	3,033,869	6,403	2,538,394
COMPACT APPLIANCES										
Refrigerators (under 6.5 cu. ft.)	647	136,283	783	167,241	602	126,059	568	116,605	493	99,714
Freezers (under 10 cu. ft.)	243	74,168	237	73,055	247	77,691	242	74,626	225	69,593
Washers (under 25 in. in width)	312	97,042	303	92,236	293	88,310	278	83,622	252	74,315
Dryers (under 25 in. in width)	198	67,408	189	66,394	183	63,649	171	59,238	166	56,379
Total Compact Appliances	1,400	374,901	1,512	398,926	1,325	355,709	1,259	334,091	1,136	300,001

‡ Microwave oven combinations and smoothtop ranges

WHIRLPOOL:

A full line of ranges, ovens and cooktops from one source.

From a simple cooktop to the most innovative top-of-the-line electronic range, Whirlpool offers you a complete array of cooking products to sell. Over one hundred in all. And since so many of your customers prefer quality Whirlpool® appliances, you're ready to make almost any sale when you carry the Whirlpool demand line.

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Whirlpool brings state-of-the-art electronics to the kitchen at prices that are amazingly affordable. And Whirlpool appliances are not just exciting, they're also practical, with easy-cleaning features. Like lift-up cooktops. Raised edges to hold spills. Easy-to-wipe surfaces on cooktops and ovens. And, of course, many models have convenient self-cleaning ovens.

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Whirlpool appliances are backed by our nationwide network of authorized Tech-Care® service centers. And our toll-free, 24-hour Cool-Line® telephone service is ready to answer questions or help with problems. In addition, the Whirlpool Education Center offers training to help you manage better. And sell more effectively.

To learn more about the full line of Whirlpool appliances and how they can give you the advantage of customer preference, call us toll-free at (800) 253-1301.

Choose the demand line.

And make your world a little easier.

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Whirlpool
Home Appliances

Making your world a little easier.

IMPORTS/EXPORTS

MAJOR APPLIANCE IMPORTS

Products	1986* Number Imported (000)	1986* Value** ($000)	1985 Number Imported (000)	1985 Value** ($000)	1984 Number Imported (000)	1984 Value** ($000)	1983 Number Imported (000)	1983 Value** ($000)	1982 Number Imported (000)	1982 Value** ($000)
Freezers	143	20,197	35	4,129	96	21,973	80	16,710	88	14,626
Microwave Ovens	8,191	723,349	12,681	775,578	4,471	559,142	2,472	341,177	1,108	197,571
Refrigerator/Freezer Combination (under 6.5 cu. ft.)	998	65,692	997	61,763	705	50,146	462	31,599	430	29,443
Refrigerator/Freezer Combination (6.5-9.5 cu. ft.)	49	7,066	50	7,174	135	10,424	103	7,339	62	4,961
Refrigerator/Freezer Combination (9.5-13.5 cu. ft.)	133	26,823	142	26,559	217	29,713	208	25,481	114	15,625
Refrigerator/Freezer Combination (13.5 cu. ft. & over)	32	12,756	24	9,887	15	4,672	10	3,651	2	696
Total Refrigerator/Freezer Combination	**1,212**	**112,337**	**1,213**	**105,383**	**1,072**	**94,355**	**783**	**68,070**	**608**	**50,725**

*Through November

**Dollars paid by importers excluding duty, freight, insurance, etc.

SOURCE: U.S. Dept. of Commerce Bureau of the Census

MAJOR APPLIANCE EXPORTS

Products	1986* Number Exported (000)	1986* Value** ($000)	1985 Number Exported (000)	1985 Value** ($000)	1984 Number Exported (000)	1984 Value** ($000)	1983 Number Exported (000)	1983 Value** ($000)	1982 Number Exported (000)	1982 Value** ($000)
Dishwashers	34	12,350	37	12,465	62	15,330	63	15,409	52	13,146
Dryers	50	14,773	45	13,058	53	14,081	48	11,582	48	12,226
Freezers	15	7,311	17	7,544	24	10,657	26	12,766	30	15,558
Microwave Ovens	250	43,138	190	35,193	156	34,782	87	21,636	69	19,328
Ranges, Electric	29	9,937	40	14,719	46	16,233	56	17,604	81	27,901
Refrigerators	110	60,879	102	55.752	148	80,808	188	100,976	247	129,154
Room Air Conditioners	45	16,901	53	20,894	96	35,108	181	66,910	389	144,729
Washers, Automatic	130	41,458	100	31,918	104	31,586	115	34,726	129	39,038
Washers, Other	6	1,730	16	4,167	29	7,521	28	7,052	21	5,701

*Through November

** Manufacturers' value plus freight and insurance

SOURCE: U.S. Dept. of Commerce Bureau of the Census

THE DEMAND LINE

AIR TREATMENT

Air Conditioners

Based on 2,694,000 units for '86 and 2,900,000 for '85

Room air conditioner shipments by E.E.R. rating

	% of shipments		% change in units shipped
	1986	1985	1986/85
High E.E.R. (7.5 & over)	65.7	57.4	+ 6.3
Low E.E.R. (under 7.5)	34.3	42.6	− 25.2
Total	100.0	100.0	− 7.1

Room air conditioner shipments by installation type

	% of shipments		% change in units shipped
	1986	1985	1986/85
Regular	84.6	87.0	− 9.7
Casement	3.1	3.2	− 10.0
Through-the-Wall	12.3	9.8	+ 16.6
Total	100.0	100.0	− 7.1

Room air conditioner shipments by size of unit

	% of shipments		% change in units shipped
	1986	1985	1986/85
Under 7,000 BTUs	34.4	33.7	− 5.2
7,000-10,999 BTUs	29.1	29.3	− 7.7
11,000-19,999 BTUs	26.8	27.7	− 10.1
20,000 BTUs & over	9.7	9.3	− 3.1
Total	100.0	100.0	− 7.1

Room air conditioner shipments by retail price range

	% of shipments		% change in units shipped
	1986	1985	1986/85
Under $150	4.2	2.3	+ 69.6
$151-$250	22.9	25.2	− 15.6
$251-$350	27.2	27.2	− 7.1
$351-$450	23.9	25.2	− 11.9
$451-$550	11.5	10.5	+ 1.7
$551-$650	4.9	4.5	+ 1.2
$651-$750	2.5	2.3	+ 1.0
Over $750	2.9	2.8	− 3.8
Total	100.0	100.0	− 7.1

Room air conditioner sales by type of outlet

	% of shipments		% change in units shipped
	1986	1985	1986/85
Appliance/TV Store	38.8	27.4	+ 31.5
Builder/Contractor	2.4	4.0	− 44.3
Catalog Showroom	1.8	3.0	− 44.3
Catalog Store	20.9	22.4	− 13.3
Department Store	8.3	9.6	− 19.7
Discount Store	18.8	27.6	− 36.7
Furniture Store	1.6	1.6	− 17.4
Home Improvement Center	1.9	2.4	− 26.5
Kitchen Remodeler	0.4	1.0	− 62.8
Price Club	0.2	—	—
Wholesale Club	0.3	—	—
Other	4.6	0.8	+ 434.2
Total	100.0	100.0	− 7.1

HOME LAUNDRY APPLIANCES

Washers

Based on 5,430,000 units for '86 and 4,925,000 for '85

Washer shipments by color

	% of shipments		% change in units shipped
	1986	1985	1986/85
Almond	36.3	34.4	+ 16.3
Avocado	0.8	0.3	+ 194.0
Coffee	0.4	0.3	+ 47.0
Harvest Gold	2.8	2.3	+ 34.2
Sand/Toast	0.2	0.3	− 26.5
Wheat	0.3	0.0	—
White	59.2	62.4	+ 4.6
Total	100.0	100.0	+ 10.3

Washer shipments by retail price range

	% of shipments		% change in units shipped
	1986	1985	1986/85
Under $200	1.7	2.0	− 6.3
$200-$250	2.3	3.0	− 15.5
$251-$300	18.8	9.0	+ 130.3
$301-$350	12.3	14.0	− 3.1
$351-$400	19.2	24.5	− 13.6
$401-$500	30.0	28.0	+ 18.1
Over $500	15.7	19.5	− 11.2
Total	100.0	100.0	+ 10.3

KITCHEN APPLIANCES: CLEANUP

Dishwashers

Based on 3,824,000 units for '86 and 3,512,000 for '85

Dishwasher shipments by color

	% of shipments		% change in units shipped
	1986	1985	1986/85
Electronic Solid-State	6.5	4.8	+ 47.4
Other	93.5	95.2	+ 6.9
Total	100.0	100.0	+ 8.9

Dishwasher shipments by type of controls

	% of shipments		% change in units shipped
	1986	1985	1986/85
Almond	13.2	18.6	− 22.7
Black	3.9	—	—
Harvest Gold	1.1	1.0	+ 19.8
Sand/Toast	0.1	0.2	− 45.6
Wheat	1.1	1.0	+ 19.8
White	7.0	8.4	− 9.3
Wood Grain	0.3	0.8	− 59.2
Multipanel Packages	73.3	70.0	+ 14.0
Total	100.0	100.0	+ 8.9

Dishwasher sales by type of outlet

	% of shipments		% change in units shipped
	1986	1985	1986/85
Appliance/TV Store	27.8	25.5	+ 18.7
Builder/Contractor	27.6	28.8	+ 4.3
Catalog Showroom	0.8	1.0	− 12.9
Catalog Store	20.4	27.3	− 18.6
Department Store	1.8	1.0	+ 96.0
Discount Store	4.5	5.5	− 10.9
Furniture Store	1.3	1.2	+ 18.0
Home Improvement Center	2.2	3.5	− 31.6
Kitchen Remodeler	10.6	5.2	+ 122.0
Plumbing Contractor	1.3	1.0	+ 41.5
Other	1.7	0.0	—
Total	100.0	100.0	+ 8.9

Built-in dishwasher shipments by retail price range

	% of shipments		% change in units shipped
	1986	1985	1986/85
Under $250	6.1	6.0	+ 11.5
$250-$299	13.9	15.0	+ 1.6
$300-$349	19.9	23.3	− 6.4
$350-$399	20.5	18.0	+ 24.8
$400-$450	14.1	16.4	− 5.8
Over $450	25.5	21.3	+ 31.2
Total	100.0	100.0	+ 9.6

Based on 3,577,000 units for '86 and 3,263,000 for '85

Portable dishwasher shipments by retail price range

	% of shipments		% change in units shipped
	1986	1985	1986/85
Under $250	9.4	9.5	− 1.8
$250-$299	16.8	17.0	− 2.0
$300-$349	24.4	24.5	− 1.2
$350-$399	20.0	22.0	− 9.8
$400-$450	13.2	14.5	− 9.7
Over $450	16.2	12.5	+ 28.6
Total	100.0	100.0	− 0.8

Based on 247,000 units for '86 and 249,000 for '85

U-Line has the Capacity to do More than Make Ice.

The U-Line Combo 65A Ice Cube Maker/Refrigerator is the perfect addition to your home, office, or summer home. Not only does it make all the ice you need for entertaining, but also offers 4.2 cubic feet of refrigerator space — all in a handsome compact unit. And, because no drain is required, your Combo 65A fits anywhere you have electricity and a water connection.

- Compact Size: 34½"H x 23⅞"W x 24"D.
- Capacity: Makes up to 1,025 cubes (22.5 lbs.) per day. Stores 600 cubes (13 lbs.) Refrigerator - 4.2 cu. ft.
- Adjustable shelves with right or left hand door.
- Interior light.
- Easy to install in free-standing, recessed, or under-the-counter locations.
- Door frame designed to allow insertion of ¼" decor-matching wood panel.
- Shipping Weight: 123 lbs.

U-LINE CORPORATION
8900 N. 55th St., Milw., WI 53223
414/354-0300 Telex 260 386
Making An Ice Idea Better

Circle 26 on Info Card

Washer shipments by capacity

	% of shipments		% change in units shipped
	1986	1985	1986/85
12 lb. & under	17.5	15.5	+24.5
14 lb.	13.5	13.0	+14.5
16 lb.	18.0	19.5	+ 1.8
18 lb. & over	51.0	52.0	+ 8.1
Total	100.0	100.0	+10.3

Washer shioments by internal control type

	% of shipments		% change in units shipped
	1986	1985	1986/85
Electronic Solid-State	7.3	11.0	–26.8
Mechanical	92.7	89.0	+14.8
Total	100.0	100.0	+10.3

Washer shipments by portability

	% of shipments		% change in units shipped
	1986	1985	1986/85
Portable	4.5	4.5	+10.3
Not Portable	95.5	95.5	+10.3
Total	100.0	100.0	+10.3

Washer shipments by number of cycles

	% of shipments		% change in units shipped
	1986	1985	1986/85
1-2 Cycles	25.5	26.3	+ 6.9
3-4 Cycles	74.5	73.7	+11.5
Total	100.0	100.0	+10.3

Washer sales by type of outlet

	% of shipments		% change in units shipped
	1986	1985	1986/85
Appliance/TV Store	32.8	31.0	+16.7
Builder/Contractor	3.9	4.0	+ 7.5
Catalog Showroom	1.1	2.0	–39.4
Catalog Store	42.2	44.0	+ 5.7
Department Store	5.5	7.5	–19.1
Discount Store	7.2	7.5	+ 5.8
Furniture Store	3.1	4.0	–14.6
Other	4.2	0.0	—
Total	100.0	100.0	+10.3

Dryers

Based on 4,114,000 units for '86 and 3,701,000 for '85

Dryer shipments by internal control type

	% of shipments		% change in units shipped
	1986	1985	1986/85
Electronic Solid-State	7.3	11.0	–26.2
Mechanical	92.7	89.0	+15.8
Total	100.0	100.0	+11.2

Dryer shipments by number of cycles

	% of shipments		% change in units shipped
	1986	1985	1986/85
1-2 Cycles	38.5	28.3	+51.2
3-4 Cycles	61.5	71.7	– 4.7
Total	100.0	100.0	+11.2

Dryer shipments by type

	% of shipments		% change in units shipped
	1986	1985	1986/85
Automatic Fabric Settings	76.2	77.7	+ 9.0
Time-Dry	23.8	22.3	+18.6
Total	100.0	100.0	+11.2

Dryer shipments by retail price range

	% of shipments		% change in units shipped
	1986	1985	1986/85
Under $200	3.1	5.0	–31.1
$200-$250	4.7	7.5	–30.3
$251-$300	19.7	19.5	+12.3
$301-$350	31.0	27.0	+27.6
$351-$400	20.5	19.0	+19.9
$401-$500	13.3	12.5	+18.3
Over $500	7.7	9.5	– 9.9
Total	100.0	100.0	+11.2

Dryer shipments by color

	% of shipments		% change in units shipped
	1986	1985	1986/85
Almond	38.1	36.3	+ 16.7
Avocado	0.8	0.3	+196.4
Coffee	0.4	0.3	+ 48.2
Harvest Gold	2.8	2.3	+ 35.3
Wheat	0.3	0.0	—
White	57.6	60.8	+ 5.3
Total	100.0	100.0	+ 11.2

Dryer sales by type of outlet

	% of shipments		% change in units shipped
	1986	1985	1986/85
Appliance/TV Store	32.2	30.5	+17.4
Builder/Contractor	4.3	4.5	+ 6.2
Catalog Showroom	2.5	4.0	–30.5
Catalog Store	42.8	42.5	+11.9
Department Store	5.3	7.5	–21.4
Discount Store	7.1	7.5	– 5.2
Furniture Store	2.6	3.5	–17.4
Other	3.2	0.0	—
Total	100.0	100.0	+11.2

KITCHEN APPLIANCES: COOKING

Microwave Ovens

Microwave oven sales by type of outlet

	% of shipments		% change in units shipped
	1986	1985	1986/85
Appliance/TV Store	28.5	30.0	+13.1
Builder/Contractor	1.2	1.5	– 4.8
Catalog Showroom	2.6	2.5	+23.8
Catalog Store	30.9	38.5	– 4.5
Department Store	7.9	5.5	+71.0
Discount Store	13.6	13.5	+19.9
Furniture Store	2.3	2.5	+ 9.5
Home Improvement Center	0.6	1.0	–28.6
Kitchen Remodeler	1.1	1.5	–12.7
Microwave Specialty Store	2.6	3.5	–11.6
Price Club/Wholesale Club	1.5	—	—
Other	7.2	0.0	—
Total	100.0	100.0	+19.0

Based on 12,658,000 units for '86 and 10,633,000 for '85

Microwave/convection oven shipments by type of unit

	% of shipments		% change in units shipped
	1986	1985	1986/85
Countertop	82.9	79.7	+48.3
Full Range Size	17.1	20.3	+20.1
Total	100.0	100.0	+42.6

Based on 365,000 units for '86 and 256,000 for '85

Countertop microwave oven shipments by retail price range

	% of shipments		% change in units shipped
	1986	1985	1986/85
Under $200	43.1	25.0	+107.2
$200-$249	17.0	13.5	+ 51.3
$250-$299	14.6	19.5	– 10.0
$300-$349	8.5	14.0	– 27.0
$350-$399	5.5	10.0	– 33.9
$400-$499	8.4	11.5	– 12.2
$500-$600	2.1	2.5	+ 0.9
Over $600	0.8	4.0	– 76.0
Total	100.0	100.0	+ 20.2

Based on 11,010,000 units for '86 and 9,163,000 for '85

Countertop microwave oven shipments by size range

	% of shipments		% change in units shipped
	1986	1985	1986/85
Less than 0.5 cu. ft.	15.1	14.5	+25.1
0.5-0.7 cu. ft.	23.1	21.1	+31.5
0.8-1.0 cu. ft.	25.3	24.0	+26.7
1.1-1.3 cu. ft.	19.7	21.5	+10.1
1.4 cu. ft. & over	16.8	18.9	+ 6.8
Total	100.0	100.0	+20.2

Based on 11,010,000 units for '86 and 9,163,000 for '85

Ranges

Range shipments by color

	% of shipments		% change in units shipped
	1986	1985	1986/85
Almond	58.9	57.3	+11.0
Avocado	0.5	0.7	–22.9
Black	6.3	—	—
Coffee	0.3	0.7	–53.7
Coppertone	0.3	1.0	–67.6
Harvest Gold	2.5	3.3	–18.2
Sand/Toast	0.2	1.0	–78.4
Silver/Platinum	0.2	1.0	–78.4
Wheat	0.5	1.0	–46.0
White	25.0	21.3	+26.8
Other	5.3	12.7	–54.9
Total	100.0	100.0	+ 8.0

Based on 5,427,000 units for '86 and 5,025,000 for '85

Smoothtop Ranges

Smoothtop range sales by type of outlet

	% of shipments		% change in units shipped
	1986	1985	1986/85
Appliance/TV Store	45.0	45.0	+5.8
Builder/Contractor	5.5	6.0	–3.0
Catalog Showroom	0.5	0.5	+5.8
Catalog Store	21.0	20.5	+8.4
Department Store	5.5	5.5	+5.8
Discount Store	0.5	0.5	+5.8
Furniture Store	2.0	2.0	+5.8
Home Improvement Center	2.0	2.0	+5.8
Kitchen Remodeler	17.0	17.0	+5.8
Other	1.0	1.0	+5.8
Total	100.0	100.0	+5.8

Based on 91,000 units for '86 and 86,000 for '85

Electric Ranges

Based on 3,532,000 units for '86 and 3,218,000 for '85

Electric range shipments which accept options (i.e. grills, deep fat fryers, rotisseries)

	% of shipments		% change in units shipped
	1986	1985	1986/85
Accept Options	9.5	12.8	–18.5
Do Not Accept Options	90.5	87.2	+13.9
Total	100.0	100.0	+ 9.8

Electric range shipments with double oven

	% of shipments		% change in units shipped
	1986	1985	1986/85
Double-Oven	14.3	19.3	–18.7
Other	85.7	80.7	+16.6
Total	100.0	100.0	+ 9.8

Electric range shipments by size

	% of shipments		% change in units shipped
	1986	1985	1986/85
24 in. & under	4.2	4.5	+ 2.4
30 in.	93.4	93.2	+10.0
36 in.	1.3	1.4	+ 1.9
40 in.	1.1	0.9	+34.1
Total	100.0	100.0	+ 9.8

Electric range sales by type of outlet

	% of shipments		% change in units shipped
	1986	1985	1986/85
Appliance/TV Store	33.6	35.4	+ 4.2
Builder/Contractor	14.1	13.7	+ 13.0
Catalog Showroom	1.2	1.3	+ 1.3
Catalog Store	25.6	28.4	– 1.1
Department Store	2.2	2.3	+ 5.0
Discount Store	2.7	2.3	+ 28.8
Furniture Store	3.5	3.0	+ 28.1
Home Improvement Center	2.6	3.3	– 13.5
Kitchen Remodeler	8.9	9.3	+ 5.0
Other	5.6	1.0	+514.6
Total	100.0	100.0	+ 9.8

Electric Ranges *(Continued)*

Based on 3,532,000 units of '86 and 3,218,000 for '85

Electric range shipments by type

	% of shipments		% change in units shipped
	1986	1985	1986/85
Freestanding	73.0	79.3	+ 1.0
Slide-In	4.7	4.6	+12.1
Drop-In	7.1	3.9	+99.8
Cooktop	8.2	6.5	+38.5
Built-In Wall Oven	7.0	5.7	+34.8
Total	100.0	100.0	+ 9.8

Electric range shipments by cleaning system

	% of shipments		% change in units shipped
	1986	1985	1986/85
With Self-Cleaning Ovens	59.7	42.0	+56.0
With Continuous-Clean Ovens	12.1	18.2	−27.0
Without Cleaning Systems	28.2	39.8	−22.2
Total	100.0	100.0	+ 9.8

Gas Ranges

Based on 1,895,000 units for '86 and 1,807,000 for '85

Gas range shipments by cleaning system

	% of shipments		% change in units shipped
	1986	1985	1986/85
With Self-Cleaning Ovens	16.1	12.6	+34.0
With Continuous-Clean Ovens	25.9	30.4	−10.7
Without Cleaning Systems	58.0	57.0	+ 6.7
Total	100.0	100.0	+ 4.9

Gas range shipments which accept options (i.e. grills, deep fat fryers, rotisseries)

	% of shipments		% change in units shipped
	1986	1985	1986/85
Accept Options	3.5	4.9	−25.1
Do Not Accept Options	96.5	95.1	+ 6.4
Total	100.0	100.0	+ 4.9

Gas range shipments with double oven

	% of shipments		% change in units shipped
	1986	1985	1986/85
Double Oven	12.7	16.3	−18.3
Other	87.3	83.7	+ 9.4
Total	100.0	100.0	+ 4.9

Gas range shipments by size

	% of shipments		% change in units shipped
	1986	1985	1986/85
24 in. & under	8.5	9.0	− 1.0
30 in.	82.0	81.0	+ 6.2
36 in.	2.5	3.0	−12.6
40 in.	7.0	7.0	+ 4.9
Total	100.0	100.0	+ 4.9

Gas range sales by type of outlet

	% of shipments		% change in units shipped
	1986	1985	1986/85
Appliance/TV Store	42.0	41.0	+ 7.4
Builder/Contractor	8.0	9.0	− 6.8
Catalog Showroom	1.3	2.0	− 31.8
Catalog Store	31.7	30.0	+ 10.8
Department Store	1.3	2.0	− 31.8
Discount Store	7.7	3.0	+169.2
Furniture Store	3.0	7.0	− 55.1
Home Improvement Center	1.3	1.0	+ 36.3
Kitchen Remodeler	3.3	4.0	− 13.4
Other	0.4	1.0	− 58.1
Total	100.0	100.0	+ 4.9

KITCHEN APPLIANCES: REFRIGERATORS/ FREEZERS

Refrigerators

Based on 6,284,000 units for '86 and 5,874,000 for '85

Refrigerator shipments by size

	% of shipments		% change in units shipped
	1986	1985	1986/85
6.5-11 cu. ft.	5.8	7.0	−11.4
12-13 cu. ft.	5.4	6.2	− 6.8
14-15 cu. ft.	19.9	23.6	− 9.8
16-17 cu. ft.	20.5	22.9	− 4.2
18-19 cu. ft.	23.9	19.4	+31.8
20-21 cu. ft.	12.7	11.5	+18.1
22 cu. ft. or more	11.8	9.4	+34.3
Total	100.0	100.0	+ 7.0

Refrigerator shipments by defrosting system

	% of shipments		% change in units shipped
	1986	1985	1986/85
No-Frost	89.2	89.0	+7.2
All Others	10.8	11.0	+5.0
Total	100.0	100.0	+7.0

Refrigerator shipments by freezing compartment

	% of shipments		% change in units shipped
	1986	1985	1986/85
Top-Mount	76.0	79.1	+ 2.8
Bottom-Mount	1.9	1.7	+19.6
Side-by-Side	17.4	13.5	+37.9
Single Door	4.7	5.7	−11.8
Total	100.0	100.0	+ 7.0

Refrigerator shipments with energy-saving devices

	% of shipments		% change in units shipped
	1986	1985	1986/85
With Energy-Saving Devices	91.0	91.0	+7.0
Without Energy-Saving Devices	9.0	9.0	+7.0
Total	100.0	100.0	+7.0

Refrigerator shipments with automatic ice makers

	% of shipments		% change in units shipped
	1986	1985	1986/85
With Ice Makers	16.8	14.5	+23.9
Without Ice Makers	83.2	85.5	+ 4.1
Total	100.0	100.0	+ 7.0

Refrigerator shipments by retail price range

	% of shipments		% change in units shipped
	1986	1985	1986/85
Under $300	5.3	5.0	+13.4
$300-$399	9.9	10.3	+ 2.8
$400-$499	13.8	16.0	− 7.7
$500-$649	28.1	26.4	+ 5.8
$650-$799	20.3	19.3	+12.5
$800-$1,000	13.7	12.7	+15.4
Over $1,000	8.9	8.3	+14.7
Total	100.0	100.0	+ 7.0

Refrigerator shipments by color

	% of shipments		% change in units shipped
	1986	1985	1986/85
Almond	60.1	57.7	+11.4
Avocado	0.7	1.0	−25.1
Coffee	0.8	1.0	−14.4
Coppertone	0.1	0.3	−64.3
Harvest Gold	3.8	4.3	− 5.5
Sand/Toast	0.2	0.3	−28.7
Wheat	0.7	1.0	−25.1
White	33.1	33.7	+ 5.1
Wood Grain	0.5	0.7	−23.6
Total	100.0	100.0	+ 7.0

Refrigerator sales by type of outlet

	% of shipments		% change in units shipped
	1986	1985	1986/85
Appliance/TV Store	36.0	33.2	+16.0
Builder/Contractor	13.3	13.7	+ 3.9
Catalog Showroom	1.2	0.7	+83.4
Catalog Store	30.9	31.7	+ 4.3
Department Store	3.9	4.0	+ 4.3
Discount Store	4.1	4.7	− 6.7
Furniture Store	2.9	4.7	−34.0
Home Improvement Center	3.5	3.0	+24.8
Kitchen Remodeler	3.3	3.3	+ 7.0
Price Club	0.3	—	—
Wholesale Club	0.3	—	—
Other	0.3	1.0	−67.9
Total	100.0	100.0	+ 7.0

Refrigerator (top-mount freezer) shipments with through-the-door ice and/or water

	% of shipments		% change in units shipped
	1986	1985	1986/85
With Through-the-Door Options	5.0	5.0	+2.8
Without Through-the-Door Options	95.0	95.0	+2.8
Total	100.0	100.0	+2.8

Based on 4,774,000 units for '86 and 4,646,000 for '85

Refrigerator (side-by-side freezer) shipments with through-the-door ice and/or water

	% of shipments		% change in units shipped
	1986	1985	1986/85
With Through-the-Door Options	29.5	29.0	+40.2
Without Through-the-Door Options	70.5	71.0	+36.9
Total	100.0	100.0	+37.8

Based on 1,093,000 units for '86 and 793,000 for '85

Freezers

Based on 1,154,000 units for '86 and 1,140,000 for '85

Freezer shipments by size

	% of shipments		% change in units shipped
	1986	1985	1986/85
10-14 cu. ft.	17.9	17.9	+ 1.2
15 cu. ft.	27.8	26.6	+ 5.8
16-17 cu. ft.	16.1	16.9	− 3.6
18-19 cu. ft.	11.9	10.4	+15.8
20 cu. ft. or more	26.3	28.2	− 5.6
Total	100.0	100.0	+ 1.2

Freezer shipments by defrosting system

	% of shipments		% change in units shipped
	1986	1985	1986/85
No-Frost	6.1	6.0	+2.9
All Others	93.9	94.0	+1.1
Total	100.0	100.0	+1.2

Freezer shipments by retail price range

	% of shipments		% change in units shipped
	1986	1985	1986/85
Under $300	27.5	27.1	+ 2.7
$300-$399	34.5	36.3	− 3.8
$400-$499	22.5	24.0	− 5.1
$500-$600	8.8	8.3	+ 7.3
Over $600	6.7	4.3	+57.7
Total	100.0	100.0	+ 1.2

Freezer shipments by color

	% of shipments		% change in units shipped
	1986	1985	1986/85
Almond	20.3	20.5	+ 0.2
White	79.0	78.5	+ 1.9
Wood Grain	0.7	1.0	−29.1
Total	100.0	100.0	+ 1.2

Freezer sales by type of outlet

	% of shipments		% change in units shipped
	1986	1985	1986/85
Appliance/TV Store	18.6	17.3	+ 8.8
Builder/Contractor	0.5	0.7	− 27.7
Catalog Store	50.6	51.0	+ 0.4
Department Store	8.9	11.3	− 20.3
Discount Store	10.2	13.0	− 20.6
Furniture Store	3.7	3.0	+ 24.8
Home Improvement Center	1.7	2.0	− 14.0
Kitchen Remodeler	0.7	1.0	− 29.1
Other	5.1	0.7	+ 637.5
Total	100.0	100.0	+ 1.2

COMPACT APPLIANCES

Compact Refrigerators

Based on 647,000 units for '86 and 783,000 for '85

Compact refrigerator shipments by retail price range

	% of shipments		% change in units shipped
	1986	1985	1986/85
Under $120	34.3	32.5	− 12.8
$120-$149	29.7	27.5	− 10.8
$150-$180	24.0	27.5	− 27.9
Over $180	12.0	12.5	− 20.7
Total	100.0	100.0	− 17.4

Compact refrigerator shipments by size

	% of shipments		% change in units shipped
	1986	1985	1986/85
2 cu. ft.	27.5	27.5	− 17.4
3 cu. ft.	9.5	9.5	− 17.4
4.5 cu. ft.	40.5	40.5	− 17.4
4.6-6.4 cu. ft.	22.5	22.5	− 17.4
Total	100.0	100.0	− 17.4

Compact Freezers

Based on 243,000 units for '86 and 237,000 for '85

Compact freezer shipments by retail price range

	% of shipments		% change in units shipped
	1986	1985	1986/85
Under $190	7.5	10.0	− 2.3
$190-$210	27.5	25.0	+ 3.2
$211-$240	38.8	37.5	+ 2.3
$241-$280	17.0	19.0	− 1.6
Over $280	9.2	8.5	+ 0.9
Total	100.0	100.0	+ 2.5

Compact freezer shipments by size

	% of shipments		% change in units shipped
	1986	1985	1986/85
4 cu. ft.	11.3	12.5	− 0.9
5-6 cu. ft.	25.0	25.0	+ 0.6
7-8 cu. ft.	27.7	30.5	− 2.1
9-9.9 cu ft.	36.0	32.0	+ 5.3
Total	100.0	100.0	+ 2.5

MARKET PROFILES

RESIDENTIAL

SOURCE: Edison Electric Institute (Average Residential Customers for the Total Electric Utility Industry)

Third Quarter '86	Number	Percent Change 86/85
New England	**4,933,892**	**+ 2.3**
Connecticut	1,222,732	+ 2.0
Maine	521,286	+ 3.5
Massachusetts	2,155,828	+ 1.6
New Hampshire	437,106	+ 5.1
Rhode Island	360,412	+ 1.6
Vermont	236,528	+ 2.6
Middle Atlantic	**13,140,268**	**+ 1.3**
New Jersey	2,726,292	+ 2.0
New York	6,007,166	+ 1.1
Pennsylvania	4,406,810	+ 1.1
East North Central	**15,571,306**	**+ 0.9**
Illinois	4,190,594	+ 0.7
Indiana	1,996,495	+ 1.1
Michigan	3,476,567	+ 1.1
Ohio	4,011,378	+ 0.9
Wisconsin	1,896,272	+ 1.2
West North Central	**7,091,569**	**+ 1.2**
Iowa	1,109,594	+ 0.1
Kansas	1,153,994	+ 1.6
Minnesota	1,648,081	+ 1.2
Missouri	2,013,864	+ 1.8
Nebraska	631,803	+ 1.3
North Dakota	258,309	+ 0.4
South Dakota	275,914	+ 0.8
South Atlantic	**16,280,675**	**+ 3.2**
Delaware	253,303	+ 4.2
District of Columbia	182,770	+ 1.4
Florida	5,047,336	+ 3.8
Georgia	2,488,394	+ 3.1
Maryland	1,561,142	+ 2.9
North Carolina	2,640,429	+ 3.8
South Carolina	1,300,195	+ 2.7

FARM RESIDENTIAL

SOURCE: U.S. Department of Agriculture

	Number	Percent Change 86/85
New England	**28,264**	**− 0.7**
Connecticut	3,762	+ 0.3
Maine	7,722	+ 0.3
Massachusetts	5,940	− 0.2
New Hampshire	3,168	− 5.7
Rhode Island	742	+ 0.3
Vermont	6,930	− 0.3
Middle Atlantic	**105,732**	**− 4.4**
New Jersey	8,217	− 4.6
New York	41,580	− 6.7
Pennsylvania	55,935	− 2.6
East North Central	**392,040**	**− 2.4**
Illinois	86,130	− 3.2
Indiana	77,220	− 3.7
Michigan	60,390	− 3.1
Ohio	87,120	− 1.1
Wisconsin	81,180	− 1.2
West North Central	**507,491**	**− 2.1**
Iowa	107,910	− 1.8
Kansas	69,230	− 2.8
Minnesota	92,070	− 3.1
Missouri	113,850	—
Nebraska	56,430	− 3.4
North Dakota	32,505	− 3.0
South Dakota	35,496	− 2.8
South Atlantic	**276,670**	**− 3.3**
Delaware	3,165	− 8.3
District of Columbia	—	—
Florida	38,610	—
Georgia	48,510	− 2.0
Maryland	16,830	− 5.4
North Carolina	72,270	− 4.0
South Carolina	27,142	—

HOUSING PERMITS

SOURCE: U.S. Department of Commerce (Housing Units Authorized by Building Permits)

Projected from 11 months	Number	Percent Change 86/85
New England	**110,307**	**+ 11.9**
Connecticut	27,259	+ 12.0
Maine	9,333	+ 20.1
Massachusetts	44,510	+ 10.0
New Hampshire	17,090	+ 2.9
Rhode Island	7,[illegible]31	+ 32.7
Vermont	4,984	+ 23.3
Middle Atlantic	**174,157**	**+ 4.5**
New Jersey	58,993	+ 0.0
New York	59,417	− 5.6
Pennsylvania	55,747	+ 24.6
East North Central	**196,939**	**+ 28.3**
Illinois	52,857	+ 38.1
Indiana	30,805	+ 31.6
Michigan	47,446	+ 26.0
Ohio	43,441	+ 25.4
Wisconsin	22,390	+ 14.5
West North Central	**96,014**	**+ 13.1**
Iowa	6,023	+ 13.2
Kansas	12,818	− 0.9
Minnesota	33,635	+ 16.3
Missouri	33,769	+ 22.4
Nebraska	6,150	+ 22.5
North Dakota	1,609	− 40.3
South Dakota	2,010	− 16.1
South Atlantic	**478,493**	**− 3.4**
Delaware	5,406	+ 16.2
District of Columbia	445	− 24.6
Florida	189,659	− 8.0
Georgia	76,494	+ 2.0
Maryland	42,791	− 0.6
North Carolina	63,007	− 7.5
South Carolina	26,688	− 15.1

MARKET PROFILES *(Continued)*

RESIDENTIAL

SOURCE: Edison Electric Institute (Average Residential Customers for the Total Electric Utility Industry)

Third Quarter '86	Number	Percent Change 86/85
East South Central	**5,885,959**	**+ 0.7**
Alabama	1,678,716	+ 1.3
Kentucky	1,410,032	+ 1.0
Mississippi	966,761	+ 0.7
Tennessee	1,830,450	+ 0.0
West South Central	**10,146,169**	**+ 1.5**
Arkansas	950,909	+ 1.5
Louisiana	1,633,325	+ 0.0
Oklahoma	1,318,377	– 0.4
Texas	6,243,558	+ 2.3
Mountain	**4,968,244**	**+ 4.5**
Arizona	1,276,135	+ 10.9
Colorado	1,320,264	+ 2.3
Idaho	382,480	+ 1.2
Montana	336,584	+ 0.2
Nevada	383,623	+ 4.8
New Mexico	535,492	+ 4.2
Utah	531,252	+ 3.0
Wyoming	202,414	+ 0.8
Pacific	**12,770,350**	**+ 2.1**
Alaska	190,949	– 0.9
California	9,449,122	+ 2.9
Hawaii	288,207	+ 2.3
Oregon	1,062,069	+ 0.9
Washington	1,780,003	– 0.6
TOTAL U.S.A.	**90,788,422**	**+ 1.9**

FARM RESIDENTIAL

SOURCE: U.S. Department of Agriculture

	Number	Percent Change 86/85
East South Central	**290,070**	**– 2.3**
Alabama	51,480	– 3.7
Kentucky	98,010	– 1.0
Mississippi	45,540	– 4.1
Tennessee	95,040	– 2.0
West South Central	**311,309**	**– 7.7**
Arkansas	49,450	– 5.6
Louisiana	35,640	+ 1.4
Oklahoma	70,219	—
Texas	156,000	– 13.1
Mountain	**118,275**	**– 1.0**
Arizona	7,869	+ 0.9
Colorado	26,174	– 0.5
Idaho	23,760	– 2.4
Montana	23,270	+ 0.1
Nevada	2,196	– 4.1
New Mexico	12,784	– 1.7
Utah	13,536	– 1.6
Wyoming	8,686	– 2.4
Pacific	**157,466**	**+ 0.4**
Alaska	650	– 1.5
California	78,210	—
Hawaii	4,356	+ 5.0
Oregon	36,630	+ 1.3
Washington	37,620	—
TOTAL U.S.A.	**2,187,317**	**– 3.0**

HOUSING PERMITS

SOURCE: U.S. Department of Commerce (Housing Units Authorized by Building Permits)

Projected from 11 months	Number	Percent Change 86/85
East South Central	**78,894**	**– 2.7**
Alabama	19,362	+ 5.9
Kentucky	14,071	+ 5.5
Mississippi	7,824	– 4.6
Tennessee	37,637	– 8.7
West South Central	**119,396**	**– 33.1**
Arkansas	8,696	– 12.0
Louisiana	10,415	– 42.6
Oklahoma	8,200	– 23.9
Texas	92,085	– 34.0
Mountain	**136,962**	**– 11.0**
Arizona	59,942	– 16.8
Colorado	29,881	– 6.5
Idaho	3,920	– 10.3
Montana	1,084	– 45.9
Nevada	15,910	+ 13.5
New Mexico	11,445	– 2.9
Utah	13,905	– 15.7
Wyoming	875	– 24.4
Pacific	**346,918**	**+ 5.7**
Alaska	1,321	– 67.2
California	293,157	+ 8.2
Hawaii	6,700	– 5.4
Oregon	9,960	– 16.8
Washington	35,780	+ 4.3
TOTAL U.S.A.	**1,738,000**	**– 0.2**

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PEOPLE ON THE MOVE

Maytag Corp. announces corporate staff appointments: **Ed Banfield** and **Douglas Weekly** to the financial division.

Stuart Dean becomes general manager, laundry and dishwasher products for GE's Major Appliance Business Group. Dean succeeds **Bob Reid** who becomes general manager for the company's major appliance international operation.

Al Miserocchi, VP of sales and marketing at Thermador/WasteKing died on Feb. 4 after a long illness.

Welbilt Corp. promotes **David Mosteller** president, Frymaster division.

R.D. Tyler becomes president, COO of Fedders Corp., from senior VP and COO of Fedders air conditioning division.

Roger Merriam becomes division VP, new market development of Whirlpool International Division.

Whirlpool Acceptance announces the appointments of 10 regional VPs. **William McLaughlin**, Northeast region; **Arthur Vine**, Eastern region; **Frederick Polmanteer**, Midwest region; **Kenneth Cumberland**, Great Lakes region; **Frank Naccarato**, Southern region; **J.Wayne Moore**, Southeast region; **James Morphey**, Southwest region; **Robert Bryan**, Plains region; **H.Donald Hathcoat**, Western region; and **William Bunner**, Pacific Coast region.

STAT WATCH

MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
January, 1987

	January 1987	January 1986	Percent Change
ALL MAJOR APPLIANCES*	**4,082.4**	**3,601.0**	**+13.4**
COOKING — TOTAL	**1,599.0**	**1,336.6**	**+19.6**
Electric Ranges — Total	282.3	265.5	+ 6.3
Free Standing	227.6	219.2	+ 3.8
Built-In	54.7	46.3	+18.1
Microwave Ovens/Ranges**	1,332.1	1,086.9	+22.6
HOME LAUNDRY — TOTAL	**940.5**	**866.1**	**+ 8.6**
Automatic Washers	505.6	489.6	+ 3.3
Dryers — Total	434.9	376.4	+15.5
Electric	341.7	293.4	+16.5
Gas	93.2	83.0	+12.3
KITCHEN CLEAN UP — TOTAL	**804.6**	**718.4**	**+12.0**
Disposers	448.9	384.7	+16.7
Dishwashers — Total	337.3	318.9	+ 5.8
Built-In	312.8	295.4	+ 5.9
Portable	24.5	23.5	+ 4.3
Compactors	18.5	14.8	+25.0
FOOD PRESERVATION — TOTAL	**557.7**	**538.1**	**+ 3.6**
Refrigerators	473.8	448.4	+ 5.7
Freezers — Total	84.0	89.7	– 6.4
Chest	45.7	47.8	– 4.4
Upright	38.3	42.0	– 8.8
HOME COMFORT — TOTAL	**180.5**	**141.9**	**+27.2**
Room Air Conditioners	154.8	131.2	+18.0
Dehumidifiers	25.7	10.6	+142.5
GAS RANGES***	**181.3**	**148.4**	**+22.2**

*Numbers do not add because of overlapping product categories.

**Includes U.S. produced and imported microwave ovens and combination microwave ovens/ranges.

***Source: GAMA. Not included in cooking total or total shipments.

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5/19/87

May 1987/$7.00

Dealerscope Merchandising

The Marketing Magazine for Consumer Electronics and Major Appliance Retailing

THE 400

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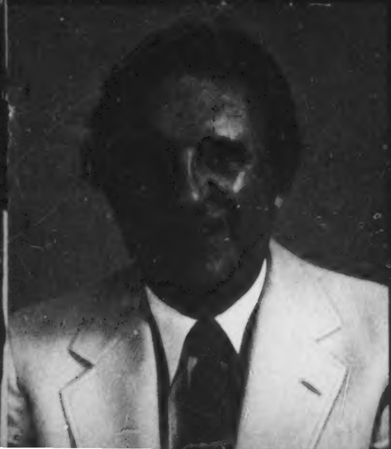
10 WINNING HOLIDAY PROMOTIONS

26 TOP RETAILER SALARIES

45 GREAT MERCHANDISING TIPS

25 TOP VIDEO REVENUE LEADERS



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May 1987
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PEOPLE ON THE MOVE

Kim

Jang

Young J. Kim, president of Goldstar Electronics International here, and **Bob Jang**, executive VP, have been named managing director of North American markets and executive director, respectively, for the firm's South Korean parent, GoldStar Co. Ltd. Both retain their present titles at the American marketing arm.

Karl-Lorimar executives **Stuart Karl**, president and CEO; **Court Shannon**, executive VP; and **Gary Hunt**, VP, sales, have resigned due to a conflict of interest involving their participation with an outside fulfillment company. **Jerry Gottlieb**, senior VP for Karl-Lorimar, will act as interim CEO until a new management team is decided upon.

Marion Baker named president, Royal Consumer Business Products. Also, **George Green** becomes director of sales, and **Bob Nell** becomes director of marketing.

Marino Andriani becomes Emerson's senior VP/sales director, replacing **Saul Knazick**, who resigned to devote full-time to H.H. Scott, where he is chairman and CEO.

Takashi Tsujii has been named president of TDK Electronics Corp. He had been VP/marketing and sales. Tsujii replaces Hiroshi Sawano, who was acting as interim president.

Henry Marcheschi adds the posts of president and CEO to his title as chairman of TeleQuest. He replaces **Robert Lee**, who will concentrate on his duties as executive VP of engineering and manufacturing.

Howard Graham, Zenith, adds CFO to his duty as VP, finance, replacing **William Krein** who resigned. **Karl Horn**, executive VP and president of Zenith's Computer Systems and Components group, has retired. **Robert Hansen** becomes president of Consumer Products Group, remaining executive VP. **Emmet Roche** named national sales manager of Heath Zenith Consumer Products Group.

Roche

Tsujii

STAT WATCH

TOTAL U.S. MARKET STATISTICS

Sales to Retailers
February 1987 vs. February 1986
(In Units)

	February 1987	February 1986	Percent Change	Year-to-date 1986	Year-to-date 1985	Percent Change
TELEVISION						
Color	1,424,569	1,278,730	+11.4	2,787,851	2,601,131	+ 7.2
Monochrome	240,507	269,435	−10.7	500,501	602,967	−17.0
TOTAL TV*	**1,665,076**	**1,548,165**	**+ 7.6**	**3,288,352**	**3,204,098**	**+ 2.6**
Projection TV	22,364	24,624	− 9.2	43,630	49,074	+11.1
Color TV with Integral MTS** (Built-in stereo)	249,119	227,118	+ 9.7	481,345	448,226	+ 7.4
Home VCR	1,315,151	902,998	+45.6	2,464,641	1,876,761	+31.3
Camcorders***	66,000	53,880	+22.5	151,933	113,956	+33.3

Information contained in this release reflects total market statistics for products produced and/or sold in the United States regardless of the brand name or country of origin.

*Excludes projection television
**Included in Color Television
***Included in Home VCR

Source: Electronics Industries Association Consumer Electronics Group.

THE 400

Consumer Electronics

U.S. sales to dealers*

	UNITS (add 000) 1986*	UNITS (add 000) 1987*
VIDEO		
Color TV**	18,204	18,300
Home VCR***	13,174	14,020
Camcorders	1,169	1,600
Blank Videocassettes	296,253	338,575
AUDIO		
Total component and Compact systems	4,848	4,730
One-brand component systems	2,158	2,040
Compact systems	2,690	2,040
Blank audio cassettes	269,681	319,070

	UNITS (add 000) 1986*	UNITS (add 000) 1987*
PERSONAL/PORTABLES		
Total portable tape equipment	36,282	37,065
Portable tape recorders and players	8,964	8,630
Radio/tape combos	27,318	28,435
TELECOM		
Total corded & cordless	28,500	28,200
Corded telephones	24,100	23,400
Cordless telephones	4,400	4,800
TADs	4,900	5,800
MOBILE ELECTRONICS		
Cellular phones	280	240
HOME OFFICE		
Home computers	3,800	4,100
Personal copiers#	300	600
Typewriters#	3,100	3,400
PRE-RECORDED TAPE	75,000	110,000

**Forecasts as of January, 1987*
***Includes projection TV*
****Includes camcorders*
#Based on manufacturer's predictions
Source: Electronic Industries Association

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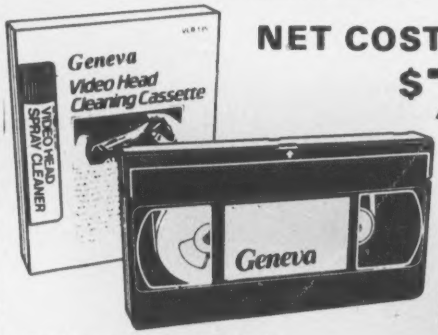

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THE 400

Publicly Held Specialty Retailers

Circuit City Stores, Inc., Richmond, VA
1986 net sales: $705,490,000
1986 net income: $22,021,000
•*Stores:* 71
•*Locations:* AL, CA, FL, GA, KY, MD, NC, SC, TN, WV, Wash. DC.
•*Volume:* 80 percent—consumer electronics, 20 percent—major appliances

Highland Superstores, Inc., Taylor, MI
1986 net sales: $520,527,000
1986 net income: $23,602,000
•*Stores:* 53
•*Locations:* IL, IN, MI, OH, TX
•*Volume:* 73.9 percent—consumer electronics, 20.3 percent—major appliances, 5.8 percent—service contracts

Lechmere/div. of Dayton Hudson Inc., Woburn, MA
1986 net revenues: $475,600,000
•*Stores:* 17
•*Locations:* CT, GA, MA, NH, NY, RI
•*Merchandise:* consumer electronics, major appliances

The Federated Group, Inc., City of Commerce, CA
1986 net sales: $363,633,000
1986 net income: $10,719,000
•*Stores:* 60
•*Locations:* AZ, CA, TX
•*Volume:* 100 percent—consumer electronics hardware and software

Crazy Eddie, Inc., Edison, NJ
1986 net sales: $262,268,000
1986 net income: $13,244,000
•*Stores:* 34
•*Locations:* CT, NJ, NY, PA
•*Volume:* 100 percent—consumer electronics (includes video hardware, audio hardware and software, microwave ovens and room air conditioners; Crazy Eddie is currently test marketing major appliances).

Fretter, Inc., Livonia, MI
1986 net sales:* $214,264,000
1986 net income:* $9,925,000
•*Stores:* 40
•*Locations:* IN, IL, MA, MI, OH
•*Volume:* 61.4 percent—consumer electronics, 33.6 percent—major appliances, 5 percent—service contracts.
**—fiscal year adjusted to reflect revenues Jan. 31, 1985-1986; a change in company's fiscal year from April 30*

Audio/Video Affiliates, Inc., Dayton, Ohio
1986 net sales: $181,977,000
1986 net income: $7,482,000
•*Stores:* 78 (Rex, TV & Stereo Town, Kelly & Cohen)
•*Locations:* AK, AL, FL, IA, IN, IL, KY, LA, MS, NB, OH, PA, TN, TX, WV.
•*Volume:* 83.7 percent—consumer electronics, 16.3 percent—major appliances

Newmark & Lewis Inc., Hicksville, NY
1986 net sales: $141,559,934
1986 net income: $3,811,291
•*Stores:* 35
•*Locations:* CT (Bernie's), NY
•*Volume:* 60 percent—consumer electronics, 40 percent—major appliances

Luskins, Inc., Baltimore, MD
1986 net sales: $138,000,000
1986 net income:
•*Stores:* 53
•*Locations:* MD, Wash,DC, VA, CT, OH, MI, IN, KY
•*Volume:* 80 percent—consumer electronics, 20 percent—major appliances

Best Buy, Inc., Bloomington, MN
1986 net sales: $113,134,000
1986 net income: $4,060,000
•*Stores:* 24
Locations: IA, IL, IN, KY, MO, TN, SD
Volume: 80 percent—consumer electronics, 80 percent—major appliances

Wall To Wall Sound & Video, Cinnaminson, NJ
1986 net sales: $101,500,000
1986 net income: $3,147,000
•*Stores:* 84
•*Locations:* DE, MD, NJ, NY, OH, PA
•*Merchandise:* Consumer electronics hardware and software
•*Volume:* 100 percent sales of audio and video hardware and software, plus rentals of video software

The Good Guys!, San Francisco, CA
1986 net sales: $89,473,000
1986 net income: $1,401,000
•*Stores:* 14
•*Locations:* CA (San Francisco Bay area, Sacramento)
•*Volume:* 100 percent—consumer electronics

Tipton Centers, Inc., St. Louis, MO
1986 net sales: $63,977,000
1986 net income: $2,002,000
•*Stores:* 24
•*Locations:* IA, IL, IN, KY, MO, TN
•*Volume:* 59.8 percent—consumer electronics, 35.6 percent—major appliances, 4.6 percent—service contracts

Sound Advice, Inc., Ft. Lauderdale, FL
1986 net sales:* $18,180,414
1986 net income:* $798,212
•*Stores:* 14
•*Locations:* FL
•*Volume:* 100 percent—consumer electronics
**—fiscal year 6/1/86-12/31/86*

National Video, Inc., Portland, OR
1986 net sales: $7,757,000
1986 net income: $246,000
•*Stores:* 705 franchised stores
•*Locations:* US (except DE, ME) and 10 Canadian provinces
•*Merchandise:* video hardware and software
•*Volume:* 30 percent—franchisees revenues on sales and rentals, 70 percent—royalties and franchise fees

All information for the Specialty Retailers categories was gathered from the most recent annual reports, prospecti and proxy statements. Since these are publicly held companies, these figures are matters of public record; all information is available on request from individual companies.

THE
400

Salaries of Top 26 Specialty Retailers

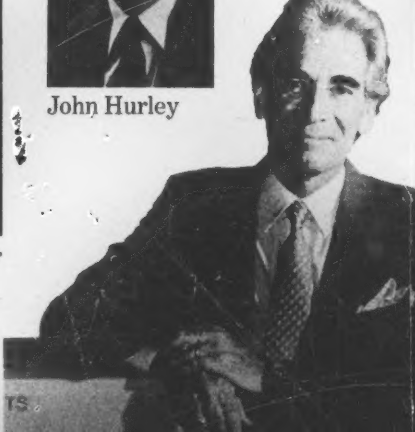
Oliver Fretter	**$876,500**	*Fretter Inc.; chmn*
John Hurley	**$503,517**	*Fretter Inc.; pres*
Alan Wurtzel	**$402,502***	*Circuit City Inc.; chmn* **for fiscal year ended 2/28/86*
Ronald Unkefer	**$391,667***	*The Good Guys, Inc.; chmn, pres* **for the fiscal period ended 9/30/86; effective 8/1/86, Unkefer voluntarily reduced his annual rate of compensation to $250,000*
Richard Lewis	**$375,858***	*Newmark & Lewis Inc.; pres* **for fiscal year 1986*
Warren Hyman	**$365,728***	*Newmark & Lewis Inc.; chmn* **for fiscal year 1986*
David Mondry	**$361,403***	*Highland Superstores Inc.; chmn, CEO* **for fiscal year ended 1/31/86*
Eugene Mondry	**$361,403***	*Highland Superstores Inc.; pres, COO* **for fiscal year ended 1/31/86*
Wilfred Schwartz	**$360,000***	*The Federated Group; chmn, CEO* **for fiscal year ended 3/2/86*
Jack Luskin	**$307,500***	*Luskin's Inc.; chmn, CEO* **for fiscal year ended 12/31/85*
Eddie Antar	**$300,000***	*Crazy Eddie Inc.; chmn* **for fiscal year ended 3/2/86*
Keith Powell	**$285,000***	*The Federated Group; pres, COO* **for fiscal year ended 3/2/86*
Cary Luskin	**$256,250***	*Luskin's Inc.; pres, COO* **for fiscal year ended 12/31/85*
Jerome Shulman	**$254,800***	*Wall to Wall Sound & Video Inc.; chmn, pres, CEO* **for fiscal year ended 5/31/86*
Barry Feinberg	**$251,487**	*Silo/Division of Cyclops; pres*
Louis Kwiker	**$250,000***	*Wherehouse Entertainment Inc.; pres, CEO* **plus a bonus not to exceed $200,000 for fiscal year 1986*
Richard Sharp	**$247,102***	*Circuit City Inc.; pres, CEO* **for fiscal year ended 2/28/86*
Sylvan Kaplan	**$187,280***	*Tipton Centers Inc.; chmn, CEO* **for fiscal year ended 3/31/86; as of 4/86, Kaplan will receive an annual salary of $250,000 plus bonuses*
Lawrence Tomchin	**$166,715***	*Audio/Video Affiliates; exec. VP, COO* **includes $42,500 bonus paid in fiscal 1984; as of 7/84, Tomchin will receive an annual salary of $150,000 plus bonuses*
Peter Beshouri	**$150,000***	*Sound Advice, Inc.: Pres, chmn, CEO* **for fiscal year ended 6/30/85; includes a one-time fiscal year-end bonus of $50,000. For 1986, cash compensation was between $100,000 and $125,000.*
Ron Berger	**$149,023**	*National Video, Inc; chmn, pres, CEO*
Mitchell Antar	**$143,000***	*Crazy Eddie Inc,; Offc of Pres/ CEO, exec. VP/mktg* **for fiscal year ended 3/2/86*
Alvin Sotoloff	**$137,788***	*Audio/Video Affiliates; pres* **for fiscal year ended 10/31/84; as of 7/84, Sotoloff will receive an annual salary of $150,000 plus bonuses*
Stuart Rose	**$130,480***	*Audio/Video Affiliates; chmn, CEO* **for fiscal year ended 10/31/84; as of 7/84, Rose will receive an annual salary of $150,000 plus bonuses*
Allen Fishman	**$125,574***	*Tipton Centers Inc.; pres, COO* **for fiscal year ended 3/31/86; as of 4/86, Fishman will receive an annual salary of $200,000 plus bonuses.*
Sam E. Antar	**$108,600***	*Crazy Eddie Inc.; Offc of Pres/ CEO, exec. VP, CFO* **for fiscal year ended 3/2/86*

Ron Berger

Oliver Fretter

John Hurley

Richard Lewis



Sylvan Kaplan

Stuart Rose

THE 400

10 Top Titles of '86

		Wholesale Dollars (millions)	Units* (000)
1	**INDIANA JONES & THE TEMPLE OF DOOM** *(Paramount, $29.95)*	$24.7	1,300
2	**SLEEPING BEAUTY** *(Disney, $29.95)*	$20.0	1,000
3	**BACK TO THE FUTURE** *(MCA, $79.95)*	$22.5	450
4	**RAMBO/FIRST BLOOD II** *(HBO/Cannon, $79.95/$29.95)*	$21.5	445
5	**RETURN OF THE JEDI** *(CBS/Fox, $79.98)*	$20.8	415
6	**WITNESS** *(Paramount, $79.95/$19.95)*	$14.0	390
7	**JANE FONDA'S LOW IMPACT AEROBICS** *(Karl/Lorimar $39.95)*	$8.0	320
8	**ROCKY IV** *(CBS/Fox $79.98)*	$13.0	260
9	**TEEN WOLF** *(Paramount, $79.95, $19.95)*	$ 8.1	235
10	**OUT OF AFRICA** *(MCA, $79.95)*	$11.5	230

*Source: Home Viewer/Video Week Trendicator Reports *December titles—estimated sale*

Top title of '86
Harrison Ford in "Indiana Jones."

Top Video Revenue Leaders of All-time

		Units (000)	Studio Rev. (mil.)*	Release Date
1	**TOP GUN** *(Paramount, $26.95)***	1,900	$30.7	3/87
2	**JANE FONDA'S WORKOUT** *(Karl-Lorimar, $59.95)*	850	$30.6	4/82
3	**GHOSTBUSTERS** *(RCA/Columbia, $79.95)*	800	$26.8	1/86
4	**BEVERLY HILLS COP** *(Paramount, $29.95)*	1,400	$25.2	10/85
5	**INDIANA JONES AND THE TEMPLE OF DOOM** *(Paramount, $29.95)*	1,350	$24.3	11/86
6	**BACK TO THE FUTURE** *(MCA, $79.95)*	480	$24.0	5/86

All-time leader
Tom Cruise in "Top Gun."

7	**RAMBO: FIRST BLOOD II** *(HBO/Cannon, $79.95)*	490	$22.9	1/86
8	**SLEEPING BEAUTY** *(Disney, $29.95)*	1,200	$21.6	10/86
9	**GONE WITH THE WIND** *(MGM/UA, $89.95)*	390	$21.1	3/85
10	**RAIDERS OF THE LOST ARK** *(Paramount, $39.95)*	1,250	$20.7	12/83
11	**RETURN OF THE JEDI** *(CBS/Fox, $79.98)*	400	$19.2	2/86
11	**VCR CLUE** *(Parker Bros., $39.95)*	800	$19.2	5/85
13	**THE EMPIRE STRIKES BACK** *(CBS/Fox, $79.98)*	375	$18.3	11/84
14	**JANE FONDA'S NEW WORKOUT** *(Karl-Lorimar, $39.95)*	720	$17.3	10/85
15	**GREMLINS** *(Warner, $79.95)*	375	$15.5	11/85
16	**WITNESS** *(Paramount, $79.95)*	450	$14.0	4/86
17	**DOWN & OUT IN BEVERLY HILLS** *(Touchstone, $79.95)*	275	$13.2	9/86
17	**OUT OF AFRICA** *(MCA, $79.95)*	275	$13.2	9/86
19	**THE KARATE KID** *(RCA/Columbia, $79.95)*	375	$12.4	5/85
20	**ROCKY IV** *(CBS/Fox, $79.98)*	250	$12.0	5/86
21	**COBRA** *(Warner, $79.95)*	210	$10.4	11/86
21	**PINOCCHIO** *(Disney, $79.95)*	415	$10.4	7/85
23	**ROMANCING THE STONE** *(CBS/Fox, $79.98)*	250	$10.2	9/84
24	**COCOON** *(CBS/Fox, $79.98)*	210	$10.1	4/86
24	**GOONIES** *(Warner, $79.95)*	210	$10.1	3/86

Source: video Marketing

**Numbers represent sales through 3/10/87. **Prices represent highest list price.*

The Empire Strikes Back
Chewbacca makes it to #13.

Witness
Philly cop meets the Amish.

Rocky IV
Stallone makes the charts.

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THE 400

TOP IMPORTERS

of U.S. Electronic Products*
(thousands of dollars)

CANADA	$273,000
MEXICO	$149,000
UNITED KINGDOM	$95,000
JAPAN	$95,000
NETHERLANDS	$68,000
WEST GERMANY	$65,000
FRANCE	$41,000
TAIWAN	$35,000
AUSTRALIA	$33,000
PARAGUAY	$25,000

TOP FOREIGN SUPPLIERS

of Electronic Products to the U.S.*
(thousands of dollars)

JAPAN	$10,300,000
KOREA	$1,500,000
TAIWAN	$1,100,000
MEXICO	$901,000
HONG KONG	$561,000
SINGAPORE	$438,000
CANADA	$237,000
WEST GERMANY	$187,000
MALAYSIA	$146,000
BRAZIL	$138,000

**1986 figures.*

Source: Electronic Industries Association

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PEOPLE ON THE MOVE

Brothers

Blaha

Smith

Maytag Corp. consolidates Hardwick and Magic Chef operations. **J. Hoyle Rymer** becomes president of combined operations.

Herman Beach becomes Speed Queen executive VP, from VP, industrial relations. **Tom Kaczmarek**, previously director of marketing, becomes VP, marketing and **Jeff Brothers**, previously director of home-laundry sales, becomes VP, home-laundry sales.

At Whirlpool, **Roger Blaha** becomes general manager, Kitchenaid southern zone. He replaces **Don Hassinger** who transfers to Whirlpool Sales, Midwest region. **Joy Schrage** is promoted to general manager, appliance information service. Whirlpool Kitchens appoints **Kenneth Fasching** director of manufacturing at the firm's St. Charles steel operation. **Brian Smith** becomes VP, physical distribution for Whirlpool Kitchens.

Friedrich Air Conditioning & Refrigeration names **Dick Kendall** regional manager in Oklahoma, responsible for sales and marketing to retailers.

STAT WATCH

MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
February, 1987

	February	February	Percent	Calendar Year to Date		Percent
	1987	1986	Change	1987	1986	Change
ALL MAJOR APPLIANCES*	**3,476.6**	**3,187.1**	**+ 9.1**	**7,559.4**	**6,788.1**	**+11.4**
COOKING — TOTAL	**1,126.4**	**1,144.2**	**− 1.6**	**2,725.6**	**2,480.8**	**+ 9.9**
Electric Ranges — Total	247.5	253.5	− 2.4	529.9	519.0	+ 2.1
Free Standing	195.9	208.6	− 6.1	423.5	427.8	− 1.0
Built-In	51.6	44.9	+14.9	106.3	91.2	+16.6
Microwave Ovens/Ranges**	892.5	904.4	− 1.3	2,224.6	1,991.3	+11.7
HOME LAUNDRY — TOTAL	**812.4**	**707.5**	**+14.8**	**1,752.9**	**1,573.5**	**+11.4**
Automatic Washers	446.6	398.9	+12.0	952.2	888.6	+ 7.2
Dryers — Total	365.8	308.5	+18.6	800.7	685.0	+16.9
Electric	285.3	240.9	+18.4	627.0	534.3	+17.3
Gas	80.4	67.6	+18.9	173.7	150.6	+15.3
KITCHEN CLEAN UP — TOTAL	**709.7**	**639.9**	**+10.9**	**1,514.7**	**1,358.3**	**+11.5**
Disposers	366.9	339.9	+ 7.9	816.1	724.6	+12.6
Dishwashers — Total	323.5	287.0	+12.7	660.8	605.9	+ 9.1
Built-In	302.6	265.6	+13.9	615.4	561.1	+ 9.7
Portable	20.9	21.4	− 2.3	45.4	44.8	+ 1.3
Compactors	19.3	13.0	+48.5	37.8	27.8	+36.0
FOOD PRESERVATION — TOTAL	**543.2**	**484.4**	**+12.1**	**1,101.0**	**1,022.5**	**+ 7.7**
Refrigerators	461.1	407.1	+13.3	934.9	855.4	+ 9.3
Freezers — Total	82.1	77.3	+ 6.2	166.1	167.0	− 0.5
Chest	45.4	40.9	+11.0	91.1	88.7	+ 2.7
Upright	36.8	36.4	+ 1.1	75.0	78.3	− 4.2
HOME COMFORT — TOTAL	**284.9**	**211.2**	**+34.9**	**465.4**	**353.1**	**+31.8**
Room Air Conditioners	242.9	174.9	+38.9	397.7	306.1	+29.9
Dehumidifiers	41.9	36.3	+15.4	67.6	46.9	+44.1
GAS RANGES***	**160.1**	**149.5**	**+ 7.1**	**340.4**	**297.9**	**+14.3**

*Numbers do not add because of overlapping product categories.

**Includes U.S. produced and imported microwave ovens and combination microwave ovens/ranges.

***Source: GAMA. Not included in cooking total or total shipments.

his stock for a reported $3 million. In 1954, former Borg-Warner Chairman Roy Ingersoll persuaded him to head the financially ailing Norge Division, which he turned around in less than a year. Prior to his years at Bendix, Sayre headed the appliance division at Montgomery Ward, served in key sales jobs at Kelvinator Corp. and worked as an assistant to RCA President David Sarnoff.

Harry Goldman

1905-1986

One of the first salesmen in the refrigerator business, in 1952 Goldman founded New Hyde Park, New York-based Goldman-Feder Inc., one of the oldest and largest built-in appliance distributors in the country. In the 1930s working for J. Rose Stove Co., he went door to door to persuade apartment building owners in New York City to trade in their ice boxes for the new General Electric "Beehive" refrigerators. Goldman's distributorship expanded to carry Sub-Zero, Chambers, AEG, Miele as well as the now defunct Revco.

Jim Peirce

1902-1986

In 1926, Peirce teamed up with his brother, J. Trevor, and future brother-in-law, Charles Phelps, to establish a distributorship for Majestic radios in Philadelphia. He served for a time as assistant general manager of Grigsby-Grunow Co. of Chicago, manufacturer of Majestic but returned to Peirce-Phelps, which he established as one of the nation's largest distributors of major appliances, supplying Amana and Carrier brand names, among others.

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Factory Unit Shipments of Major Appliances

(domestic and export)

	UNITS (add 000) 1986	1987*	1988*
ALL MAJOR APPLIANCES	**45,072**	**43,176**	**43,171**
COOKING—			
TOTAL	**15,578**	**14,171**	**13,854**
Electric Ranges	3,318	3,282	3,258
Free Standing	2,721	2,691	2,666
Built-In	598	591	592
Gas Ranges**	1,966	N/A	N/A
Microwave Ovens	12,444	11,081	10,785
HOME LAUNDRY—			
TOTAL	**10,009**	**9,628**	**9,712**
Automatic Washers	5,765	5,480	5,580
Dryers	4,245	4,148	4,132
Electric	3,309	3,263	3,233
Gas	963	885	899

	UNITS (add 000) 1986	1987*	1988*
KITCHEN CLEAN UP—			
TOTAL	**8,381**	**8,154**	**8,238**
Disposers	4,269	4,186	4,186
Dishwashers	3,918	3,785	3,874
Built-In	3,663	3,540	3,633
Portable	255	245	241
Compactors	194	183	178
FOOD PRESERVATION—			
TOTAL	**7,733**	**7,709**	**7,776**
Refrigerators***	6,510	6,480	6,537
Freezers	1,222	1,229	1,239
Chest	661	643	643
Upright	561	586	596
HOME COMFORT—			
TOTAL	**3,371**	**3,515**	**3,590**
Room Air Conditioners	2,816	3,000	3,060
Dehumidifiers	555	515	530

**Forecasts as of November 1986*
***Source: GAMA, not included in cooking total or total shipments*
****Includes units of 6.5 cu. ft. and over*

Source: AHAM

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Dealerscope Merchandising

The Marketing Magazine for Consumer Electronics and Major Appliance Retailing

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WHAT'S NEW AT CES

Focus on Products, People and Promotions

Silo Redesigns in Style

Room Air Market Heats Up

Retailer Forecasts: What's Hot, What's Not

SONY
DISCMAN

June 1987
Vol. 29, No. 6

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PEOPLE ON THE MOVE

Rattigan

Puleo

Merson

Wren

In a shake-up at Commodore International Ltd., President and CEO **Thomas Rattigan** and **Nigel Shepherd**, general manager, North America, were ousted from their positions, leading Rattigan to resign "not voluntarily," he claims in a suit filed against the company, seeking more than $9 million in damages. No further details were available at press time.

Bob DeLellis becomes senior VP, marketing and sales for CBS/Fox Video's consumer products division, and **Sam Puleo** becomes group VP of that division. Also, **Ken Ross** becomes director of programming for Video Sports division, as well as retaining position as director of music programming. **Jim Lopes** becomes senior VP and general counsel. **Jon Kaye** becomes manager, sales administration, and **Susan Blodgett** appointed to board of directors, KIDSNET.

Gul Industries names **Murray Merson** as president.

Larry Poor, formerly of Sony, joins Yamaha as national sales manager, home audio components.

Hitachi promotes **Jim Drummond** to general manager, southern region. Also, **Jerry Schwartz** named general manager, all Western states.

Sparky Wren becomes president and general manager, video products division at Canon USA. **Kozaburo Uesugi** moves to VP and general manager of the Service Group, **Makoto Takahashi** becomes branch director, Atlanta office, and **Fumitaka Yamada** moves to branch manager, Chicago office. Also, **John Sullivan** becomes national sales manager, Canon Micrographics. **Edward Topar** becomes eastern region sales manager, Canon Copier division.

Zenith Distributing Corp. names **William Herriot** to succeed **Henry Dembosz** as executive VP, general manager. Also, **Howard Graham**, Zenith finance VP, assumes role of CFO, for controller **William Krein**, resigned.

James Reuter founds Spectrum Accessories, a Campbell, CA-based computer accessories marketing and distribution company. Reuter is president, and **Richard King** is VP/general manager.

STAT WATCH

TOTAL U.S. MARKET STATISTICS
Sales to Retailers
March 1987 vs. March 1986
(In Units)

	March 1987	March 1986	Percent Change	Year-to-date 1986	Year-to-date 1985	Percent Change
TELEVISION						
Color	1,710,779	1,604,668	+ 6.6	4,498,630	4,205,799	+ 7.0
Monochrome	268,968	244,891	+ 9.8	769,469	847,858	− 9.2
TOTAL TV*	**1,979,747**	**1,849,559**	**+ 7.0**	**5,268,099**	**5,053,657**	**+ 4.2**
Projection TV	22,403	22,872	− 2.1	66,033	71,946	− 8.2
Color TV with Integral MTS** (Built-in stereo)	285,684	216,719	+31.8	767,029	664,945	+15.4
Home VCR	1,025,596	1,030,373	− 0.5	3,013,938	2,907,134	+ 3.7
Camcorders***	77,143	57,111	+35.1	229,076	171,067	+33.9

Information contained in this release reflects total market statistics for products produced and/or sold in the United States regardless of the brand name or country of origin.

*Excludes projection television
**Included in Color Television
***Included in Home VCR
Source: Electronics Industries Association Consumer Electronics Group.

PEOPLE ON THE MOVE

Whirlpool Corp. announces the resignation of **Glenn Olinger** as president of KitchenAid, effective August 1. **Kenneth Kaminski** becomes KitchenAid president, effective May 1, from Whirlpool VP, merchandising.

Olinger

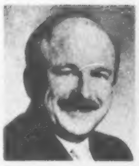
Kaminski

White Consolidated Industries (WCI) appoints **James West** executive VP, marketing. He was formerly president and CEO of Lotus Information Network Corp.

Leonard Whiting becomes manager, retail education, at Whirlpool Corp. Also, **Joy Schrage** becomes general manager, appliance information service.

J. Hoyle Rymer, president of Magic Chef division, becomes chairman of the board of Gas Appliances Manufacturers Assoc. (GAMA).

Magic Chef promotes **Gersh Trimpol** to northeast zone sales manager.



West

Schrage

Robert Parson becomes general manager, appliance products division of Panasonic Industrial Co.

STAT WATCH

MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export) March, 1987

	March 1987	March 1986	Percent Change	Calendar Year to Date 1987	1986	Percent Change
ALL MAJOR APPLIANCES*	**4,052.9**	**3,477.3**	**+16.6**	**11,611.6**	**10,265.4**	**+13.1**
COOKING — TOTAL	**1,103.3**	**1,095.1**	**+ 0.7**	**3,827.5**	**3,575.9**	**+ 7.0**
Electric Ranges — Total	279.1	240.0	+16.3	807.7	759.0	+ 6.4
Free Standing	224.8	192.6	+16.7	648.3	620.4	+ 4.5
Built-In	54.3	47.4	+14.6	159.3	138.7	+14.9
Microwave Ovens/Ranges**	837.7	870.1	− 3.7	3,062.3	2,861.4	+ 7.0
HOME LAUNDRY — TOTAL	**900.4**	**721.6**	**+24.8**	**2,653.3**	**2,295.1**	**+15.6**
Automatic Washers	510.4	407.7	+25.2	1,462.6	1,296.3	+12.8
Dryers — Total	390.0	313.9	+24.2	1,190.7	998.9	+19.2
Electric	299.3	244.9	+22.2	926.3	779.2	+18.9
Gas	90.7	69.1	+31.3	264.4	219.7	+20.3
KITCHEN CLEAN UP — TOTAL	**736.0**	**654.6**	**+12.4**	**2,251.0**	**2,012.9**	**+11.8**
Disposers	364.5	345.4	+ 5.5	1,181.0	1,070.0	+10.4
Dishwashers — Total	349.7	295.2	+18.5	1,010.4	901.1	+12.1
Built-In	329.2	278.5	+18.2	944.7	839.5	+12.5
Portable	20.4	16.7	+22.2	65.8	61.5	+ 7.0
Compactors	21.8	14.0	+55.7	59.6	41.8	+42.6
FOOD PRESERVATION — TOTAL	**621.7**	**499.6**	**+24.4**	**1,722.6**	**1,522.1**	**+13.2**
Refrigerators	517.0	419.1	+23.4	1,451.8	1,274.5	+13.9
Freezers — Total	104.7	80.5	+30.1	270.8	247.5	+ 9.4
Chest	59.6	45.0	+32.4	150.7	133.7	+12.7
Upright	45.1	35.5	+27.0	120.1	113.8	+ 5.5
HOME COMFORT — TOTAL	**691.6**	**506.4**	**+36.6**	**1,157.2**	**859.4**	**+34.7**
Room Air Conditioners	582.0	421.6	+38.0	979.7	727.8	+34.6
Dehumidifiers	109.6	84.7	+29.4	177.5	131.7	+34.8
GAS RANGES***	**183.1**	**166.7**	**+ 9.8**	**523.7**	**464.6**	**+12.7**

*Numbers do not add because of overlapping product categories.

**Includes U.S. produced and imported microwave ovens and combination microwave ovens/ranges.

***Source: GAMA. Not included in cooking total or total shipments.

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Dealerscope Merchandising

The Marketing Magazine for Consumer Electronics and Major Appliance Retailing

TV Shopping

Are they a threat
to traditional
retailers?

Take
a second
look at
CES

SHOW IN PRINT

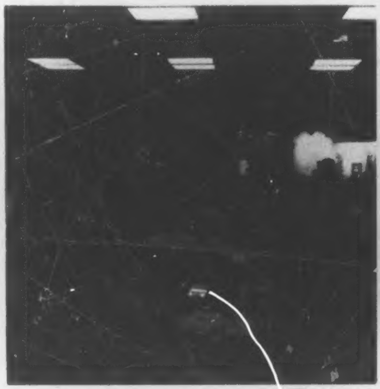
Excitement in the air

DAT
S-VHS
Wow!
CDV

Attention to
detail pays off
handsomely.

July 1987
Vol. 29, No. 7

Dealerscope Merchandising



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PEOPLE ON THE MOVE

Ferramosca

Marcon

Kenichiro Hiyama appointed president of Toshiba America Consumer Products Business Sector (CPBS) from Toshiba general manager, int'l operations, consumer products, in Tokyo. Also, **Naoki (Neil) Yamamoto**, also from Tokyo, becomes CPBS senior VP.

Kazunori Kurata named Sony Professional Products pres., from Sony Communications Products customer svc. VP. **Cary Fischer**, ex-Mitsubishi, named Sony Professional Audio digital audio products mkt. devel. director. **Scott Bartlett** named sales and marketing director of Sony Digital Audio Disc Corp. **Frank Ferramosca** named VP, Sony regional operations.

Richard Merriott named BASF video retail product manager.

Frank Applestein, ex-sales manager, promoted to Yamaha product training manager.

CBS/Fox appoints **David Goldstein** VP, operations and administration, consumer products division. Also promoted are new regional sales managers: **Michael Beck**, East for CBS/Fox and Playhouse labels; **Jim Capps**, West for Key; **Lori Van Meter** shifts from marketing coordinator for CBS/Fox Chicago corp. office to Key midwestern regional sales manager. Also, **Don Ros[illegible]rg** named Key Video sales director, and **Larry Andjulis** promoted to CBS/Fox and Playhouse Video sales director. And **Laura Terranova** promoted to merchandising and special accounts director for all three labels.

Main

Ivy

James Twerdahl named Marantz president, and **Fred Hackendahl** continues as Dynascan corporate development VP after serving as Marantz interim president.

Tony Marcon named national sales manager at Bib Audio Video Products.

Nintendo America names **Peter Main** marketing VP.

Rabbit Systems names **George Hoefer** executive VP.

Ricoh promotes **I.K. Iwama** to VP, electronic device division. **James Ivy** named senior VP, copier products group.

John Falcone resigned as Sharp consumer video national marketing manager to join NAP as product service business division director.

STAT WATCH

TOTAL U.S. MARKET STATISTICS
Sales to Retailers
April 1987 vs. April 1986
(In Units)

	April 1987	April 1986	Percent Change	Year-to-date 1986	Year-to-date 1985	Percent Change
TELEVISION						
Color	1,302,584	1,145,213	+13.7	5,801,214	5,351,012	+ 8.4
Monochrome	208,362	284,781	−26.8	977,831	1,132,639	−13.7
TOTAL TV*	**1,510,946**	**1,429,994**	**+ 5.7**	**6,779,045**	**6,483,651**	**+ 4.6**
Projection TV	15,029	18,212	−17.5	81,062	90,158	−10.1
Color TV with Integral MTS** (Built-in stereo)	254,311	176,435	+44.1	1,021,340	841,380	+21.4
Home VCR	878,318	884,783	− 0.7	3,892,256	3,791,917	+ 2.6
Camcorders***	107,536	52,536	+103.1	336,612	224,023	+50.3

Information contained in this release reflects total market statistics for products produced and/or sold in the United States regardless of the brand name or country of origin.

*Excludes projection television

**Included in Color Television

***Included in Home VCR

Source: Electronics Industries Association Consumer Electronics Group.

PEOPLE ON THE MOVE

Kenneth Whitwam becomes president and CEO of Whirlpool Corporation, upon the retirement of **Jack Sparks**, effective July 1. Kenneth Kaminski is named president, KitchenAid Inc. He takes over from **Glenn Olinger**. Workinger also becomes division VP, merchandising, of Whirlpool.

Mike Humbert named Amana's manager of corporate affirs. Also, **John Laing** becomes branch manager of the Baltimore Amana branch.

Ricky Knowles named Georgia sales manager for Modern Maid. Also, **Donny Danti** becomes district sales manager for the Northside of Chicago and Rockford, IL.

Ratcliffe

Bachman

ITT Commercial Finance names **James Russell** an area general manager, serving much of the Midwest and Rocky Mountain states. Also, **Robert Parry** becomes regional manager for the Houston office.

Carrier Corporation names **Robert Ratcliffe** president of North America operations.

Waste King Disposers names **Bob Bachman** regional sales manager.

STAT WATCH

MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export) April, 1987

	April	April	Percent	Calendar Year to Date		Percent
	1987	1986	Change	1987	1986	Change
ALL MAJOR APPLIANCES*	4,138.7	3,756.7	+10.2	15,741.4	14,024.5	+12.2
COOKING — TOTAL	1,338.6	1,129.6	+18.5	5,166.1	4,706.8	+ 9.8
Electric Ranges — Total	281.2	265.6	+ 5.9	1,088.8	1,025.9	+ 6.1
Free Standing	228.4	218.2	+ 4.7	876.7	838.8	+ 4.5
Built-In	52.8	47.4	+11.4	212.1	187.1	+13.4
Microwave Ovens/Ranges**	1,071.1	879.3	+21.8	4,133.4	3,740.7	+10.5
HOME LAUNDRY — TOTAL	798.5	771.5	+ 3.5	3,453.8	3,066.7	+12.6
Automatic Washers	460.8	446.2	+ 3.3	1,924.9	1,742.4	+10.5
Dryers — Total	337.7	325.4	+ 3.8	1,528.9	1,324.3	+15.4
Electric	264.2	257.3	+ 2.7	1,191.1	1,036.5	+14.9
Gas	73.5	68.1	+ 7.9	337.8	287.8	+17.4
KITCHEN CLEAN UP — TOTAL	705.9	652.2	+ 8.2	2,957.8	2,665.1	+11.0
Disposers	351.6	300.5	+17.0	1,533.0	1,370.5	+11.9
Dishwashers — Total	337.0	336.7	+ 0.1	1,348.0	1,237.7	+ 8.9
Built-In	318.4	319.7	− 0.4	1,263.5	1,159.2	+ 9.0
Portable	18.6	17.0	+ 9.4	84.4	78.5	+ 7.5
Compactors	17.3	15.0	+15.3	76.8	56.8	+35.2
FOOD PRESERVATION — TOTAL	628.1	648.1	− 3.1	2,351.6	2,170.0	+ 8.4
Refrigerators	531.3	549.4	− 3.3	1,983.2	1,823.9	+ 8.7
Freezers — Total	96.8	98.7	− 1.9	368.4	346.1	+ 6.4
Chest	51.2	53.2	− 3.8	202.5	186.6	+ 8.5
Upright	45.6	45.5	+ 0.2	165.9	159.5	+ 4.0
HOME COMFORT — TOTAL	667.6	555.3	+20.2	1,812.2	1,415.9	+28.0
Room Air Conditioners	542.4	456.3	+18.9	1,508.8	1,185.3	+27.3
Dehumidifiers	125.2	98.9	+26.6	303.4	230.6	+31.6
GAS RANGES* **	157.2	146.5	+ 7.3	681.2	611.1	+11.5

*Numbers do not add because of overlapping product categories.
**Includes U.S. produced and imported microwave ovens and combination microwave ovens/ranges.
***Source: GAMA. Not included in cooking total or total shipments.

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The Marketing Magazine for Consumer Electronics and Major Appliance Retailing

Alien Addition

Profit Potential

It could be a very good year for wine coolers

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PC Awareness Month bolsters business

Promos with Pizzazz

Retail kingpins reveal star-studded strategies

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August 1987
Vol. 29, No. 8

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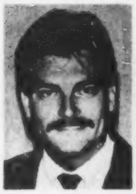
PEOPLE ON THE MOVE

Silverman

Endo


Hana

Montgomery

Sparky Wren is VP and general manager, video products div. at Canon USA, not president, as reported in June 1987 issue.

Gene Silverman joins Orion Home Video as senior VP, sales.

At Toshiba America Consumer Products Business sector, **Osami Suzuki** to merchandising and product planning VP, **Jay Yancy** to national account sales VP, **David Dunlap** and **Kevin Furlong** to national sales mgrs., **Jeffrey Mullarkey** to merchandising and product planning assistant VP, **Shinji Tamura** to business planning VP.

Maxon Systems, Inc appoints **James P. Smith** to regional sales manager for the company's Western region. **Robert J. Horning** is named regional sales manager to Maxon's Midwestern region.

Koichi Endo appointed president of Ricoh Electronics, Inc.

Robert W. Hana promoted to director of market planning and administration, audio/video division at NEC Home Electronics, Inc.

Robin Montgomery, former senior VP and gen. mgr. of Prism Entertainment, named president/chief operating officer for The Cinema Group.

Leslie A. O'Brien named VP marketing, New World Video.

Rob Bonham and **Pierre Loubet** promoted to VP, sales and VP, business development, respectively, for Lorimar Home Video.

Cy Leslie, president and CEO of MGM/UA Home Entertainment Group resigns, however, he will continue as a non-exclusive consultant to the firm and return to his post as chairman of the Leslie Group.

Raymond J. Reilly promoted to VP, purchasing for CBS/Fox's video services division and **Lisa Augello** becomes manager of administration.Also, **Ken Horowitz** to director, business analysis and forecasting.

Brian Woods resigns as Ingram Video marketing and advertising VP to become executive VP, Associated Video Hut.

Brian Clendenen named senior VP of Ingram Video.

David Endelman named president/COO, of Ingram Software, Inc.

STAT WATCH

TOTAL U.S. MARKET STATISTICS
Sales to Retailers
May 1987 vs. May 1986
(In Units)

	May 1987	May 1986	Percent Change	Year-to-date 1986	Year-to-date 1985	Percent Change
TELEVISION						
Color	1,234,394	1,191,673	+ 3.6	7,035,608	6,542,685	+ 7.5
Monochrome	201,377	229,068	−12.1	1,179,208	1,361,707	−13.4
TOTAL TV*	**1,435,771**	**1,420,741**	**+ 1.1**	**8,214,816**	**7,904,392**	**+ 3.9**
Projection TV	15,652	17,104	− 8.5	96,714	107,262	− 9.8
Color TV with Integral MTS** (Built-in stereo)	229,818	178,283	+28.9	1,251,158	1,019,663	+22.7
Home VCR	778,497	871,552	−10.7	4,670,753	4,663,469	+ 0.2
Camcorders***	113,085	65,142	+73.6	449,697	289,165	+55.5

Information contained in this release reflects total market statistics for products produced and/or sold in the United States regardless of the brand name or country of origin.

*Excludes projection television
**Included in Color Television
***Included in Home VCR
Source: Electronics Industries Association Consumer Electronics Group.

PEOPLE ON THE MOVE

Vecchia

Haines

Ronald V. Vecchia appointed Mid-Atlantic region sales manager for Caloric Corp., a Raytheon company. Vecchia succeeds **Gerry Foote** who has been named West Coast region sales manager.

Whirlpool appoints **Hank Bowman** executive VP, marketing. **Bob Paul** succeeds Bowman as VP, Whirlpool sales. Also, **David W. Williams** promoted to director, refrigeration products.

Dick Haines named assistant VP, marketing, at Maytag Co. **Carl Moe** succeeds Haines as general sales manager. **Gene Spalding** assumes role of manager, Maytag eastern sales division.

James J. Heinze appointed area general manager for ITT Commercial Finance's northeast region. Heinze assumes overall management responsibity for the Boston, Baltimore and Philadelphia

Daniel L. Greenguard joins Home America Superstores as VP finance, chief financial officer.

Whirlpool Acceptance names **Fredrick Martin** director, systems and programming development.

Thomas Nelson named corporate VP, communications and investor relations at Best Buy Co.

STAT WATCH

MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export) May, 1987

	May 1987	May 1986	Percent Change	Calendar Year to Date 1987	1986	Percent Change
ALL MAJOR APPLIANCES*	**3,946.6**	**3,910.3**	**+ 0.9**	**19,458.8**	**17,934.8**	**+ 8.5**
COOKING — TOTAL	**1,051.6**	**1,294.0**	**−18.7**	**5,973.9**	**6,000.8**	**− 0.4**
Electric Ranges — Total	256.0	257.4	− 0.5	1,344.8	1,283.3	+ 4.8
Free Standing	206.7	213.1	− 3.0	1,083.4	1,051.9	+ 3.0
Built-In	49.4	44.3	+11.5	261.4	231.4	+13.0
Microwave Ovens/Ranges**	807.3	1,051.0	−23.2	4,696.8	4,791.7	− 2.0
HOME LAUNDRY — TOTAL	**774.8**	**767.9**	**+ 0.9**	**4,228.6**	**3,834.6**	**+10.3**
Automatic Washers	451.7	459.0	− 1.6	2,376.6	2,201.5	+ 8.0
Dryers — Total	323.1	308.9	+ 4.6	1,852.0	1,633.1	+13.4
Electric	254.3	243.6	+ 4.4	1,445.4	1,280.1	+12.9
Gas	68.8	65.2	+ 5.5	406.7	353.0	+15.2
KITCHEN CLEAN UP — TOTAL	**656.9**	**636.1**	**+ 3.3**	**3,615.0**	**3,301.1**	**+ 9.5**
Disposers	347.1	317.9	+ 9.2	1,880.5	1,688.5	+11.4
Dishwashers — Total	293.9	301.1	− 2.4	1,641.9	1,538.9	+ 6.7
Built-In	276.9	283.8	− 2.4	1,540.5	1,443.0	+ 6.8
Portable	17.0	17.3	− 1.7	101.4	95.9	+ 5.7
Compactors	15.9	17.0	− 6.5	92.6	73.8	+25.5
FOOD PRESERVATION — TOTAL	**694.7**	**675.9**	**+ 2.8**	**3,050.0**	**2,846.0**	**+ 7.2**
Refrigerators	588.9	569.7	+ 3.4	2,575.8	2,393.6	+ 7.6
Freezers — Total	105.8	106.3	− 0.5	474.2	452.4	+ 4.8
Chest	62.0	58.6	− 5.8	264.6	245.2	+ 7.9
Upright	43.7	47.7	− 8.4	209.6	207.2	+ 1.2
HOME COMFORT — TOTAL	**768.6**	**536.4**	**+43.3**	**2,591.4**	**1,952.3**	**+32.7**
Room Air Conditioners	654.7	451.4	+45.0	2,174.1	1,636.7	+32.8
Dehumidifiers	113.9	85.0	+34.0	417.3	315.5	+32.3
GAS RANGES***	**163.7**	**152.4**	**+ 7.4**	**844.7**	**763.5**	**+10.6**

*Numbers do not add because of overlapping product categories.

**Includes U.S. produced and imported microwave ovens and combination microwave ovens/ranges.

***Source: GAMA. Not included in cooking total or total shipments.

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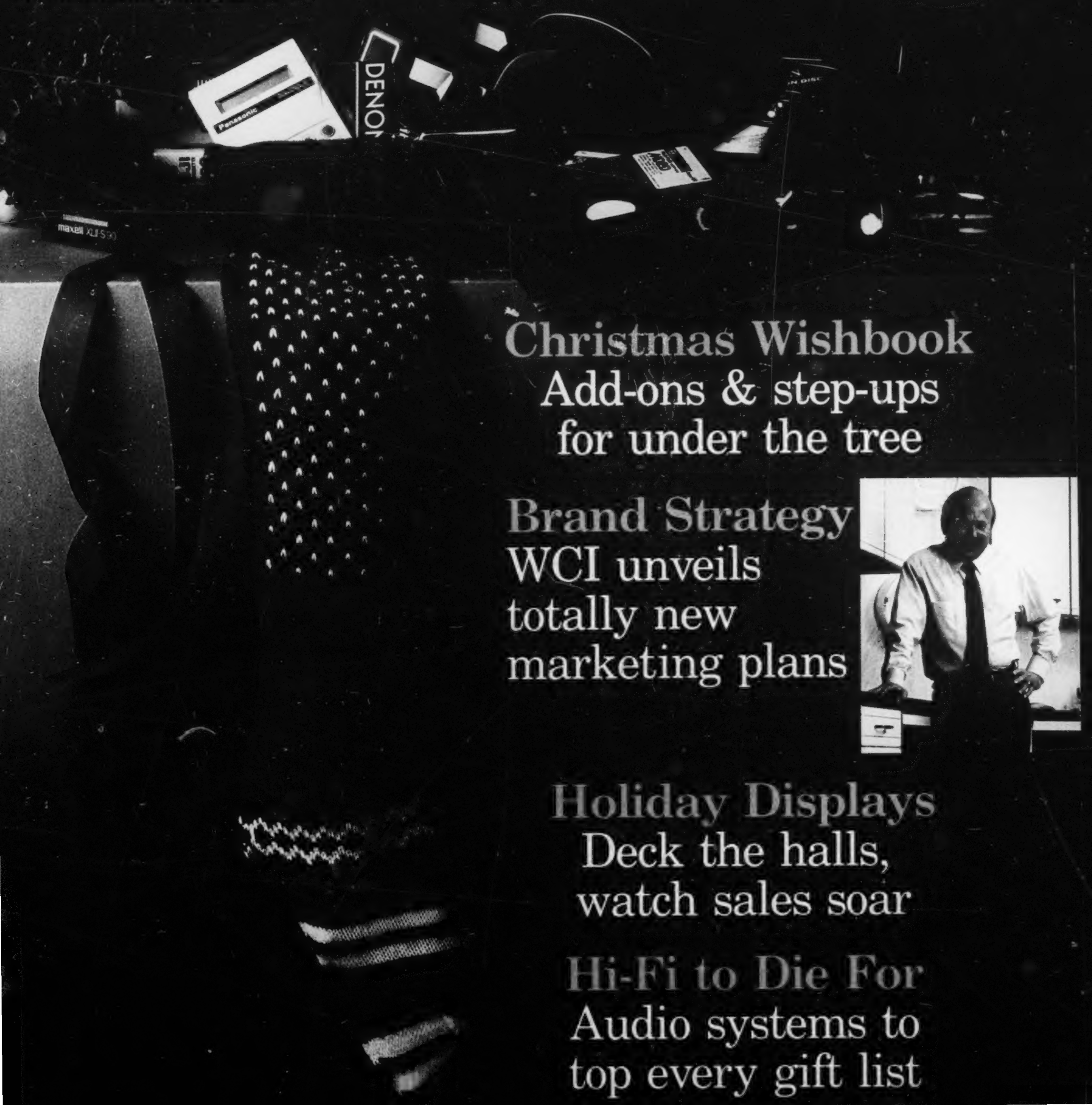

Christmas Wishbook
Add-ons & step-ups for under the tree

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WCI unveils totally new marketing plans

Holiday Displays
Deck the halls, watch sales soar

Hi-Fi to Die For
Audio systems to top every gift list

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BPA

PERISCOPE

The Most Important Element in Success

Just for the record, the most important ingredient in the formula for a successful retail operation is not price. Nor is it advertising, promotion or products. All of these ingredients are important elements in success . . . they're just not the most important.

Without question the most important element in the formula for success is people. Your business revolves around your people. Salespeople, service people, managers—all are essential. A well-trained and highly motivated staff is the keystone of a successful organization.

As a forward-looking retailer, you should develop your own people plan, much as you now create your own marketing plan. Your people plan will examine the skills needed by each member of the retail team and the training required to teach those skills.

As a profit-oriented retailer, you should recognize that investment in training and motivating your employees is crucial. Your employees must be trained, and retrained.

In the consumer electronics and major appliance businesses, fortunately not all the burden for training has to fall on the shoulders of the retailer. Most manufacturers and suppliers offer superb training programs for both sales and service people.

Employees also must be motivated, for in retailing, as in any business, the carrot is infinitely more effective than the stick. There are several motivational factors, other than money, that can help you achieve higher profitability.

Try to instill a proprietorial feeling among employees about your business. Encourage them to identify with the company. Help them develop a sense of pride in quality of the goods and service you offer. Encourage your salespeople to actually act as though "the customer is always right." Make sure that your employees feel that the company's successes are their successes and its failures are their failures.

Ask yourself these questions. Does your company invest in human resources as you invest in store design, inventory, advertising or promotion? Do you have a people plan in place to train and attract the employees you will need to prosper in the years ahead?

Don't ever lose sight of the importance that people have in a successful retail business. Just imagine what it would do to your bottom line if your salespeople closed just 5 percent or 10 percent more sales. Then you'll have to agree that your people are your most important asset.

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PEOPLE ON THE MOVE

Tatsuta

Kasuga

Sakasai

Brysha

Shiro Sasaki named president of OEM copier and facsimile div., Ricoh Corp. Also, **Neil O'Callaghan** becomes group VP, customer service group.

Kenwood U.S.A. Corp. names **Bruce Tatsuta** president, succeeding **Mark Hasegawa**, who returns to corporate headquarters in Tokyo. Also, **Bill Kasuga** becomes vice-chairman.

Goldstar Electronics International names **Steve Chung** president of U.S. operations, replacing **Young J. Kim.** Also, **Joseph Klein** becomes VP, marketing; **James Sweet** becomes group product mgr. for audio and electrical appliance lines; **Bennett Norell** becomes group prod. mgr. for video line. **Chung Ko** named asst. prod. mgr. for audio/visual systems. In sales, Goldstar names **Joseph Greco** VP, sales northeast region; **J.B. Kim** VP, sales western region; **J.H. Kim** becomes VP, sales. New assistant sales managers in northeast are **Lee Senese** and **K.S. Huh.**

Shunzo Sakasai named executive VP of Olympus Corp. Also, **Andre Brysha** named national sales mgr., consumer prod. group.

Yoshiyuki Maoyama named senior VP, U.S. JVC, succeeding **Josh Yoshioka**, who returns to JVC Japan magnetic prods. div. as general manager, export activities.

Robert Shiff, ex-Toshiba, joins Brother as consumer products mktg. director.

Magnavox promotes **Goerge Stephans** to L.A. sales div. distribution planning VP.

Terry Conley named senior VP, Kraco Enterprises Inc.

Sandy Somerville becomes president and **Dallas Nicholson** becomes national products mgr. of Amaray International Corp.

Infinity Systems names **Glenn Urgel** VP, sales and **Rich Baccigalupi** as VP, marketing.

Mindy Warren Pickard appointed mktg. mgr. for Key and Playhouse Video.

Gary Rankston joins Goodtimes Home Video as VP, special mkts.

Tatung Co. of America, consumer electronics div., names **David Escamilla** district mgr.

STAT WATCH

TOTAL U.S. MARKET STATISTICS
Sales to Retailers
June 1987 vs. June 1986
(In Units)

	June 1987	June 1986	Percent Change	Year-to-date 1986	Year-to-date 1985	Percent Change
TELEVISION						
Color	1,733,236	1,570,756	+10.3	8,768,844	8,113,441	+ 8.1
Monochrome	236,415	383,249	−38.3	1,415,623	1,744,956	−18.9
TOTAL TV*	**1,969,651**	**1,954,005**	**+ 0.8**	**10,184,467**	**9,858,397**	**+ 3.3**
Projection TV	18,316	17,558	+ 4.3	115,030	124,820	− 7.8
Color TV with Integral MTS** (Built-in stereo)	355,607	225,349	+57.8	1,606,765	1,245,012	+29.1
Home VCR	1,019,954	1,053,093	− 3.1	5,690,707	5,716,562	− 0.5
Camcorders***	133,532	101,764	+31.2	583,229	390,929	+49.2

Information contained in this release reflects total market statistics for products produced and/or sold in the United States regardless of the brand name or country of origin.

*Excludes projection television
**Included in Color Television
***Included in Home VCR
Source: Electronics Industries Association Consumer Electronics Group.

PEOPLE ON THE MOVE

David R. Whitwam appointed president and CEO of Whirlpool. He continues to serve as vice chairman and COO. Also, **Charles C. Miller** named to director, consumer relations.

Jenn-Air promotes **James E. Porter** to manager of production engineering.

M.Rothman & Company named Gibson appliance distributor for metropolitan New York and northern New Jersey.

Whitwam

Proctor

Stauffer

Hallett

Maytag appoints **Richard Eno**, manager of parts warehousing; **John Ohler**, manager of inventory planning; **Don Batty**, manager of parts administration; and **Dave Priaulx**, sales administrator.

John C. Proctor named northeast regional sales manager for Modern Maid.

AHAM elects **Gordon L. Stauffer** president and chief executive officer; **Frederick H. Hallett**, first vice chairman; and **Paul A. Martin**, second vice chairman.

Bruce A. Wright named corporate VP manufacturing at Welbilt.

STAT WATCH

MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export) June, 1987

	June 1987	May 1986	Percent Change	Calendar Year to Date 1987	1986	Percent Change
ALL MAJOR APPLIANCES*	**4,797.4**	**4,092.1**	**+17.2**	**24,261.6**	**22,026.8**	**+10.1**
COOKING — TOTAL	**1,294.3**	**1,187.5**	**+ 9.0**	**7,268.1**	**7,188.3**	**+ 1.1**
Electric Ranges — Total	289.1	300.9	– 3.9	1,633.9	1,584.2	+ 3.1
Free Standing	229.1	247.2	– 7.3	1,312.5	1,299.1	+ 1.0
Built-In	60.0	53.7	+11.7	321.4	285.1	+12.7
Microwave Ovens/Ranges**	1,020.6	902.9	+13.0	5,717.5	5,694.6	+ 0.4
HOME LAUNDRY — TOTAL	**1,028.2**	**817.1**	**+25.8**	**5,256.9**	**4,651.7**	**+13.0**
Automatic Washers	602.1	493.5	+22.0	2,978.7	2,694.9	+10.5
Dryers — Total	426.1	323.6	+31.7	2,278.2	1,956.7	+16.4
Electric	330.8	254.8	+29.8	1,776.2	1,534.9	+15.7
Gas	95.3	68.8	+38.5	502.0	421.8	+19.0
KITCHEN CLEAN UP — TOTAL	**744.6**	**742.0**	**+ 0.2**	**4,359.8**	**4,044.0**	**+ 7.8**
Disposers	356.1	410.1	–13.2	2,236.9	2,098.6	+ 6.6
Dishwashers — Total	369.2	317.1	+16.4	2,011.1	1,856.0	+ 8.4
Built-In	347.3	299.0	+16.2	1,887.8	1,742.0	+ 8.4
Portable	21.9	18.1	+21.0	123.3	114.0	+ 8.2
Compactors	19.3	15.7	+22.9	111.9	89.4	+25.2
FOOD PRESERVATION — TOTAL	**956.6**	**831.1**	**+15.1**	**4,006.6**	**3,677.1**	**+ 9.0**
Refrigerators	820.7	691.5	+18.7	3,396.5	3,085.0	+10.1
Freezers — Total	136.0	139.7	– 2.6	610.1	592.0	+ 3.1
Chest	77.4	76.2	+ 1.6	341.9	321.4	+ 6.4
Upright	58.6	63.4	– 7.6	268.2	270.6	– 0.9
HOME COMFORT — TOTAL	**773.8**	**513.5**	**+50.7**	**3,370.1**	**2,465.7**	**+36.7**
Room Air Conditioners	655.7	426.9	+53.6	2,829.8	2,063.7	+37.1
Dehumidifiers	118.1	86.5	+36.5	540.4	402.1	+34.4
GAS RANGES***	**178.6**	**181.0**	**– 1.3**	**1,017.6**	**944.5**	**+ 7.7**

*Numbers do not add because of overlapping product categories.

**Includes U.S. produced and imported microwave ovens and combination microwave ovens/ranges.

***Source: GAMA. Not included in cooking total or total shipments.